

MAYOR OF LONDON

Culture for all Londoners

Mayor of London's
Culture Strategy

December 2018

A bronze statue of a woman, likely a historical figure, holding a large banner. The banner has the text "COURAGE CALLS TO COURAGE EVERYWHERE" inscribed on it in a bold, serif font. The background shows a blurred urban setting with buildings and trees.

COURAGE
CALLS TO
COURAGE
EVERYWHERE

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Contents

Mayor's Foreword	4
Executive Summary	10
Chapter 1: The Mayor's Vision and Priorities for Culture	24
Chapter 2: Context and Scope of the Strategy	28
Chapter 3: Love London	46
Chapter 4: Culture and Good Growth	70
Chapter 5: Creative Londoners	104
Chapter 6: World City	126
Chapter 7: Achieving the Mayor's Vision	148
Policy Actions	160
Glossary	170
Photography Credits	178



Mayor's foreword

Culture is our city's DNA. It's the thing that binds us all together - both in times of crisis and in times of celebration. Culture is what makes the daytime thrive and the night time come alive.

London is one of the most culturally rich cities on the planet – with world-class institutions and globally renowned talent. Our city's creative economy now employs one in six Londoners and contributes £47bn to the economy. Our culture and creative industries are vital to our city's success and Londoners' wellbeing. Yet too many Londoners are still missing out on the opportunity to access culture and the huge benefits it can bring.

That's why I'm working to expand access to culture beyond Zone 1 and into every borough and corner of our city. I want all Londoners - regardless of age, faith, ethnicity, gender, background, sexuality or postcode - to have the opportunity to engage and interact with our amazing culture.

We know that children who get involved in music, the arts and culture do better at school and live happier, healthier, and more fulfilling lives. Culture has the power to inspire young Londoners and transform their prospects, supporting them to reach their full potential.

Crucially, culture can also be used as a tool to steer young Londoners away from trouble and towards education and employment. It can open up new and positive paths forward for our young people, offering an alternative to getting sucked into a life of crime, gangs and violence.

My ambition is for a city where all Londoners can make the most of their abilities. So, as well as making sure everyone can access high quality culture on their own doorstep, we also need to ensure that Londoners from every background can pursue a career in the creative industries if they want. This means removing any barriers that stand in their way so that our cultural sector can become more diverse and truly representative of modern London.

To make this happen, I'm supporting a broader range of cultural facilities and involving more communities than ever before. Our flagship London Borough of Culture initiative will put culture at the heart of our neighbourhoods, celebrating communities and hidden cultural gems that all Londoners can enjoy. I am investing in the new Museum of London at West Smithfields which will see the museum double its audiences and reach every school child in London.

We are also establishing a new culture and education district called East Bank at Queen Elizabeth Olympic Park and continuing to support film, fashion, design and gaming in London.

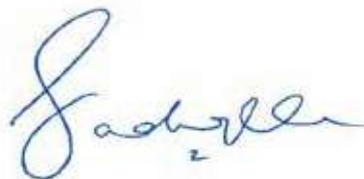
London's famous institutions are a crucial part of this city's culture and hugely important to Londoners. The same can be said for the local pub, the skate park down the road, the community centre that offers dance classes, or local heritage on the way to the Tube. That's why my draft London Plan sets out a planning framework to support a wide range of cultural places and spaces. It's the most pro-culture plan our city has ever seen. In the last ten years alone, we've lost a quarter of our pubs along with a third of our grassroots music venues and creative workspaces, so I'm determined to stem this loss and protect our cultural assets for today's Londoners and for future generations.

In this strategy, we set out several programmes and policies that will both safeguard and promote culture in London. We will be mapping the city's cultural infrastructure for the first time to help boroughs plan better for culture.

Creative Enterprise Zones will be set up across London to help artists and creative businesses put down roots. A new initiative called Culture Seeds will support more grassroots and community projects. And our new Creative Land Trust will secure affordable workspaces.

Working together – with local councils, cultural organisations, businesses and communities – I'm confident we can rapidly push ahead with our ground-breaking plans and make sure that our cultural scene continues to flourish and thrive.

There is no doubt that our culture is admired and envied the world over. It doesn't just reflect who we are, it shapes us as a city and, in the process, helps to address difficult issues - from tackling loneliness and isolation to preventing crime and forging stronger communities. With Brexit casting a long shadow, our city is likely to face some challenging times in the years to come. Yet I'm optimistic that London will continue to be a confident, forward looking city and remain the cultural capital of the world.



Sadiq Khan
Mayor of London

L  **ND**  **N**

EVERYONE WELCOME

Let's take a walk round London

Tonight I want to applaud my city,
there is nowhere like London,
nowhere at all.

It has more culture than the perimeter of our shores,
more faces than a demigod.
We are standing at the coast of the entire world,
on the brink of history, waiting to swim in victory.
Some faces are hiding behind Big Ben and Parliament,
some hidden in back alleys in Shoreditch.
Head to Whitechapel,
to experience South Asian cuisine.
Take a trip to the West end
for some of the longest running musicals.
Experience experimental exhibitions at the Saatchi.
Visit the Walthamstow Garden party,
jump out of your comfort zone
into the Kenyan Aduma dance.

Head underground to get to the centre of it all,
meeting and guiding tourists along the way,
until you realise you can't decipher the tube map yourself.
Just pick up an oyster and experience it all.
As Londoners, you get use to queuing
and rush hour
and sweat
and back packs
and walking faster than you can breathe.
Stand at the Southbank
where it feels like the entire world is right there
there with you
walking towards Westminster,
hand in hand waiting for a verdict.



You can learn any of the 300 languages in use.
Find a poetry or music night ever day of the week,
just open your eyes.
Head to my street and find the birthplace of grime.

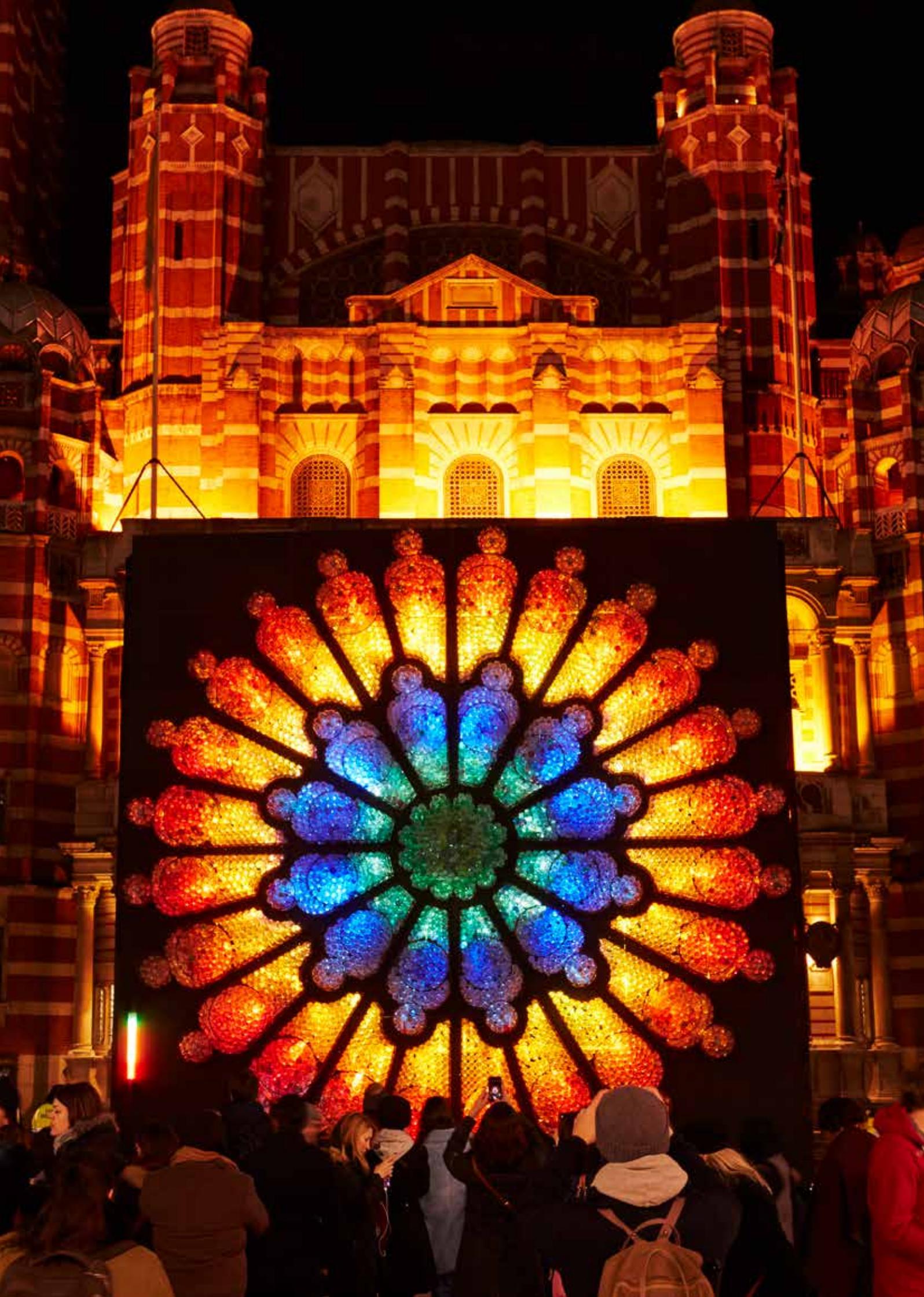
In London,
there is 24hour happiness drive throughs,
and revolving doors
and pain.
In the midst of it all you find
harmonious pockets,
get lost in back streets and end up
in butterfly tents in Greenwich.
Every day, there are tributes and memorials,
and mosques, churches, temples opening their doors

Last year, we welcomed over half a million babies,
with only a third of that figure qualified midwives.
In London, housing is an issue,
lack of free school meals is an issue,
lack of free accessible education,
lack of youth centres, work experience, jobs,
arts funding and opportunities.
Tax evasion is an issue, but tampons are a luxury?
We cannot ignore the politics.

We don't lack in culture.
We stand together with our neighbouring cities.
But we can no longer brand other countries with Queen's seal,
And then turn them away.
As a city, London has come so far,
but it still has some way to go.

Written by Amina Jama





Executive summary

The Mayor's Vision and Priorities for Culture

At the heart of Culture for all Londoners is a city that sustains its global creative success, and which works for everyone. London is a place of immense opportunity. Here every child, young person and adult deserves the chance to enrich their lives through culture.

Every Londoner should feel that the capital's artistic riches and diverse heritage belong to them. Culture should not be out of reach for anyone, and informal activities, spaces and venues need to be valued. London must continue to be a global capital, while also striving to be a city where local talent can put down roots. This means tackling the barriers that prevent Londoners from securing creative jobs.

All kinds of places and spaces must be able to thrive in London, from world-class museums, galleries and festivals, to the pub on the corner or the skatepark down the road. The trend that has seen hundreds of much-loved venues and spaces close down over the last decade must be reversed. Everyone must work in partnership – local authorities, cultural organisations, and Londoners – to safeguard and sustain the places that make the city so special.

Alongside the Mayor's other strategies and plans, this Culture Strategy outlines an ambitious programme to sustain a city that works hard, and plays hard, for everyone; a city that is built on the principle of culture for all Londoners. It is themed around four priorities:

- **Love London** – more people experiencing and creating culture on their doorstep.
- **Culture and Good Growth** – supporting, saving and sustaining cultural places and spaces.
- **Creative Londoners** – investing in a diverse creative workforce for the future.
- **World City** – a global creative powerhouse today and in the future.

Opportunities and Challenges

London is one of the world's great hubs for creativity. It is admired for the size and dynamism of its creative industries, which generate £47bn to the economy. Its film industry is the third largest in the world. It is a top fashion capital and centre for design excellence. Millions of tourists choose to visit the capital mainly for its cultural and heritage offer. There is potential for more: one in six jobs in London are in the creative economy,

“London is the most dynamic city in the world today. Sure, it has always been an international hub, always been at the centre of things, but it has never sizzled like it sizzles today.”

Dylan Jones OBE
Editor, British GQ

and jobs are growing four times faster than the economy as a whole.¹ And creative jobs are the jobs of the future, as 87 per cent are at low risk of automation.²

London is also a city of stark contrasts. Many businesses are booming, but at the same time, housing costs have become unaffordable to many and the cost of living continues to rise. A third of Londoners now live in poverty³ and public services are under pressure. The level of Londoners living with good health and wellbeing depends on which part of the city they live in.⁴ Crime is on the rise across England and Wales as children and young people face different risks than previous generations.⁵ London's culture is world renowned, but it must engage with solving – rather than simply reflecting – the capital's challenges.

The Mayor recognises that if London is to continue as a cultural powerhouse, its inequalities must be addressed. Our success depends on attracting and growing the best talent. This requires an ambitious programme of support and investment in infrastructure, skills, promotion and planning. It is about far more than economics - culture has a vital role to play in enabling Londoners from all backgrounds to come together and forge a sense of belonging.

¹ GLA Economics (2017) Creative Industries Report

² NESTA, Bakshi, H., & Fred, C. B. (2015). Creativity v Robots: The creative economy and the future of employment

³ Trust for London (2018) London's Poverty Profile: Data

⁴ Public Health England (2018)

⁵ Office for National Statistics (2018)

This strategy takes a broad view of culture, from arts institutions, creative industries, the historic environment and museums, to community festivals, pubs and nightclubs, busking pitches, skateparks and street art.

Love London

London is an innovative world city and culture plays a big part in this. Our creative industries supported the economy during the financial crisis.⁶ London's cultural offer was centre stage at the 2012 Olympic and Paralympic Games. Culture has long brought different communities together in times of celebration and hardship. Yet, at the same time, too many Londoners miss out on the city's success. It can be expensive to travel to cultural events. Mobility or disability factors can also mean people can't take part, and too many Londoners simply do not see themselves reflected in the cultural offer around them.

Londoners want great culture on their doorstep. This is why, inspired by the UK City and European Capital of Culture programmes, the Mayor has launched the London Borough of Culture competition. Waltham Forest (2019) and Brent (2020) are the first two winning boroughs. This new initiative will shine a spotlight on the hidden gems and unique character of local areas; raise ambition with big ideas; build new relationships

among residents, and put local people centre stage. Six flagship projects have also been awarded funding, including a film festival in Merton and a Festival of Creative Ageing in Lewisham.

With a small injection of cash, creative Londoners can make big things happen. They can kick-start an arts festival in a town centre, pay for a generator for a pop-up film night, or fund artists to lead workshops for people feeling isolated. The Mayor's £1m Culture Seeds fund will pepper small grants across the city to individuals and grassroots organisations who do not normally access funding, so they can create and lead inspiring projects in their community.

The goal of the Mayor's programmes is to increase participation in cultural activities. Often these achieve wider aims, like increasing diversity in the creative workforce, providing positive pathways for young people or improving health and wellbeing and community cohesion.

With the closure of over 85 youth centres and funding for youth services substantially cut since 2011,⁷ the Mayor's £45m Young Londoners Fund aims to help young people fulfill their potential, including activities that harness their creativity.

⁶ United Nations Development Programme (2010) and Creative Economy Report 2010

⁷ Berry AM, S. (2018) London's Lost Youth Services. Green Party, London Assembly

“Millicent Fawcett was an incredible woman and by honouring her in Parliament Square I believe she will continue to inspire generations to come.”

Gillian Wearing OBE, RA
Artist

Throughout its history, London has been a city of festivals. Today festivals like New Year’s Eve Fireworks, Totally Thames, Pride in London and Notting Hill Carnival build bridges between different communities, and bring people from all backgrounds together. The Mayor will continue to organise and fund festivals and events like Diwali and St Patrick’s Day that have an emphasis on bringing communities together. The sporting activities of EURO 2020 will be enhanced with a high quality cultural programme. And the Mayor will improve access at events, aiming for all Deaf and disabled people to be as independent as they want to be at live events and festivals in London.

2018 marked the Centenary of Women’s Suffrage. To honour the achievements made in women’s rights and to encourage progress the Mayor and a range of partners delivered a year-long programme of recognition and celebration. Achieving gender equality is an urgent priority, and the Mayor called for change through his #BehindEveryGreatCity campaign. He commissioned the first statue of a woman in Parliament Square, an important public location for recognising national achievements.



ক্ষমতামূলী নির্ভীক সাহসী

WALDEN

The Mayor will continue to support his 'family of museums'. He has committed £70m to create a landmark new site for the Museum of London at West Smithfield. This will open up its collection of seven million objects to more people than ever before with the aim to double the Museum's visitor numbers and reach every school in London. The Museum will continue to offer the city's smaller museums and archives support, advice and grants.

Culture can help keep people healthy. Engaging more Londoners, and in particular vulnerable Londoners, in cultural activity is part of the Mayor's approach to tackling London's health inequalities. The Mayor is supporting projects that encourage health, wellbeing and good mental health, including a brand new cultural festival to coincide with World Health Day. Amongst the myriad of projects supported by his Culture Seeds fund, the Mayor is funding

free concerts for carers, evening dance classes for people with Parkinson's and music projects for young people with learning disabilities. The Museum of London brings fascinating historic objects into care homes, hospitals and day centres for people affected by dementia, linking with local museums and archives to stimulate reminiscences and conversations.

Culture and Good Growth

It is estimated that by 2030, there will be ten million people living in London.⁸ This rapid growth can put pressure on culture and heritage which could pose a risk to local character and community cohesion. In the past decade, London lost a quarter of its pubs, 35 per cent of its grassroots music venues and 58 per cent of LGBT+ venues.⁹ Many artists and small businesses are being forced to move out too. This is due to rising rents, business rates and cheap workspace being converted for other uses.

⁸ GLA Economics (2016) Economic Evidence Base for London

⁹ Nordicity and GLA (2015) Grassroots Music Venue Rescue Plan. London

The Cultural Infrastructure Plan is the Mayor's ground-breaking initiative to support and safeguard cultural places and spaces. A first for London, and the world, it includes pro-culture planning policy in the draft London Plan, and will map the city's cultural assets from recording studios, libraries and local venues. It will offer new tools to help local authorities and developers embed culture in the city.

The Mayor has invested an initial £7m to develop Creative Enterprise Zones in different parts of the city. These will be clusters of creative production where artists and creatives can put down roots. It will secure permanent affordable space, business and skills support, business rates relief, faster broadband and a pro-culture Local Plan will provide long-term support so that local people can access more jobs. The Mayor is also supporting an independent Creative Land Trust to buy property for creative and artist workspaces at affordable rents.

Londoners should reap the benefits of embedding culture in the city's growth. In Queen Elizabeth Olympic Park, East Bank will be a brand new destination for London with world-class culture and education at its heart. East Bank will welcome new sites for Sadler's Wells, BBC Music and the V&A in partnership with the Smithsonian Institution, as well as University College London and University of the Arts London College of Fashion.

In west London, there will be a cultural quarter at Old Oak and Park Royal, London's largest transport and regeneration project providing 25,500 new homes. The Mayor and the London Borough of Newham will also put culture at the heart of the Royal Docks.

Building on London's manufacturing legacy the Mayor will champion new centres of creative production, particularly along the Thames Estuary corridor. In east London, this will include, Fashion District which will create 10,000 jobs in fashion and Dagenham film studios - London's largest film studio for a quarter of a century which will create 780 local jobs.

Across London, good architecture, design and high-quality art will come together to create public spaces that work for and inspire all Londoners. The Mayor has launched Good Growth by Design to encourage the best design solutions. A new social enterprise, Public Practice, places designers and planners in local councils. Fifty Design Advocates appointed by the Mayor, will champion good design and raise standards.

The Mayor will continue to support the world-leading Fourth Plinth programme in Trafalgar Square. American artist Michael Rakowitz' work, *The Invisible Enemy Should Not Exist*, was unveiled in March 2018. It recreates an artefact from the ancient city of Nineveh destroyed by ISIS in 2015. The next commission by Londoner Heather Phillipson is a sculpture of a whirl of cream topped with a cherry and parasites, and will be unveiled in 2020.

Creative Londoners

The creative economy is vital to London. Between 2011 and 2017 employment in London's creative industries increased by almost a third.¹⁰ But we cannot take our creative talent for granted. Since 2010, there has been a 35 per cent drop in the take-up of arts subjects at GCSE.¹¹ The creative sector is still very white, and it can be hard for people from black and ethnic minority backgrounds and Deaf and disabled people to get in. Many women still find the glass ceiling stops them from progressing too.

The Mayor is committed to helping creative talent from all backgrounds to thrive. London's creative sector can remain a world leader by having a workforce that reflects its population. So there is an urgent need for a gear shift across all the creative industries.

Education is a great way to ignite young people's creativity. That's why the Mayor wants schools to adopt the London Curriculum. It uses the city as a classroom to bring lessons to life. As patron of the London Music Fund, the Mayor will also support thousands of children to take up music tuition.

¹⁰ Department for Digital, Culture, media and Sport (2018) DCMS Sectors Economic Estimates 2017: Employment

¹¹ Cultural Learning Alliance, Further decline in arts GCSE and A Level entries, 2018



“London is a centre for creativity, attracting ideas and talent. It has a large creative workforce which must be safeguarded in this period of significant change. The Mayor recognises the power and importance of culture by making it a top priority.”

Ben Evans

Director, London Design Festival
and Chair, Mayor’s Cultural
Leadership Board

London’s skills and training offer could be the envy of the world. This means Londoners of all ages have access to the best careers guidance and advice. It means the skills system adapting to industry needs. As the Adult Education Budget is devolved to the Mayor, he is delivering an ambitious Skills for Londoners Strategy, to ensure Londoners are equipped with the right skills to succeed. To learn the right skills, Londoners need to be learning in the best facilities. Skills for Londoners Capital Fund will provide £110m to help Further Education providers make their facilities fit for purpose. The creative industries are a key element for these plans.

Right now, many creative workers come from advantaged backgrounds and the creative industries are not a level playing field for all Londoners. But Londoners have talent and creativity in spades.

More needs to be done to build bridges into the sector for Londoners from BAME communities and disadvantaged backgrounds. The Mayor is investing in creative skills training and employment programmes for diverse talent in his Creative Enterprise Zones.

Leading by example, he is delivering gender and ethnicity pay gap audits and launched 'Our Time' which takes aim at gender inequality in City Hall. Working with Film London, the agency for London's screen industries, the Mayor is supporting the Equal Access Network, providing paid opportunities and ensuring that the capital's screen industries reflect the city itself.

World City

The Mayor wants London to be open, welcoming and inclusive. That means doing everything possible to encourage international talent and investment. Following the EU referendum, the Mayor launched #LondonisOpen, a major campaign to show that London is united and open to the world. Nearly half of the UK's creative service exports are to the

European Union. Independent research commissioned by the Mayor showed the creative industries could lose out on £1bn of growth by 2030 in the event of a no-deal Brexit.¹² Through his Brexit Advisory Panel with representation from the creative industries, the Mayor will continue to advocate for London's jobs and prosperity to be protected in the future.

Thanks to long-term investment from City Hall, London is now one of the world's leading creative capitals. The city boasts the planet's third largest film industry. In 2016, investment in UK film, TV and game production reached £7.9bn.¹³ London is also one of the world's top four fashion capitals, and London Fashion Week generates £100m in sales.¹⁴ But international competition is fierce. Since 2011, over 60 cities across the globe have developed blueprints to become 'creative capitals'.¹⁵ The Mayor will fund the British Fashion Council, Film London, London Games Festival, and London Design Festival to promote and increase trade for London's creative industries.

¹² Cambridge Econometrics (2018) Preparing for Brexit: Clarity from Complexity

¹³ British Film Institute (2018)

¹⁴ British Fashion Council (2017)

¹⁵ Leo Hollis (2013) Cities are Good for You: The Genius of the Metropolis

London welcomes over 105,000 international students each year.¹⁶ With thousands of art and design students graduating annually, the city is flowing with new creative talent. It is vital that London continues to welcome talent from around the world. There must be an immigration system that works for students, short-term workers and entrepreneurs.

The Mayor is committed to maintaining a vibrant 24-hour city that is diverse, safe, accessible and welcoming. A third of the capital's workforce works at night. The Mayor has created the Night Czar to champion London as a 24-hour city with a focus on protecting venues and improving women's safety. He has appointed an independent Night Time Commission to help realise his vision for London as a 24-hour city. To complement this, a network of Night Time Borough Champions share best practice on the management and development of their areas at night.

The Mayor will help to strengthen London's global relationships, with 38 cities now members of the World Cities Culture Forum. Chaired by the Deputy Mayor for Culture and Creative Industries, this leadership forum enables cities facing common challenges to share insights with one another. Through the Forum, the Mayor will influence and collect best practice, and help champion culture in cities all over the world.

Achieving the Vision Through Partnerships

The Mayor has a range of powers and levers to deliver his strategy. These include powers covering transport, planning, skills and promotion as well as direct funding for programmes. He will use his convening power and profile to champion issues, and highlight threats and opportunities. But there are many areas relating to culture outside of the Mayor's direct control.

¹⁶ London & Partners (2018) Research and Insights

The Mayor believes that London needs more radical devolution to maintain its global position, so he will make the case to national government for more powers and resources to help London thrive.

The Mayor's Cultural Leadership Board comprises leading figures drawn from across creative and cultural industries. This Board oversaw the development of the strategy and will continue to advise the Mayor. Ultimately, it will be the strength of such sector leadership and partnerships that will unlock the success of the strategy. The Mayor is committed to working with Londoners, local authorities, cultural organisations and venues, artists and creative businesses to achieve his vision of culture for all Londoners.

“Culture has defined our city through the decades, from reactionary punks in the 70s to grime music today. As well as great transport and roads, London also needs its soul. It needs culture and creativity.”

Justine Simons OBE
Deputy Mayor for Culture
and Creative Industries



Chapter 1: The Mayor's Vision and Priorities for Culture

This Culture Strategy outlines an ambitious programme to sustain a city that works hard, and plays hard, for everyone; one that is built on the principle of culture for all Londoners.

People and places are at the heart of the Mayor's vision for Culture for all Londoners. London is a city of immense opportunity, in which every child, young person and adult deserves the chance to enrich their lives through culture. Every Londoner should feel that the capital's cultural riches and diverse heritage belong to them; culture should not be out of reach for anyone. The city must embrace a broad definition of culture that includes less formal places and spaces. Barriers that prevent diverse Londoners from securing creative jobs should be identified and removed. London must continue to be a global capital, and at the same time strive to be a city where local talent can put down roots for good.

All kinds of cultural venues, places and spaces must be able to thrive in London, from world-class museums, galleries and festivals, to the pub on the corner or the skatepark down the road. The trend that has seen hundreds of well-loved venues, places and spaces close over the last ten years must be reversed. London should be a place where everyone works in partnership – local authorities, the private sector, cultural organisations, and Londoners – to safeguard and sustain the cultural treasures and creative talent that makes our great city so special.

The Culture Strategy is themed around four priorities:

Love London

More people experiencing and creating culture on their doorstep

Culture and Good Growth

Supporting, saving and sustaining cultural places and spaces

Creative Londoners

Investing in a diverse creative workforce for the future

World City

A global creative powerhouse today and in the future



Chapter 2:

Context and Scope of the Strategy

This section sets out the context of this strategy: from London's position as a global economic powerhouse to its growing and changing population; the breadth of its cultural offer; levels of inequality; its prospects for education and employment.

A Growing Economy

The creative industries are worth £91.8bn to the UK economy¹ - more than the automotive, life sciences, aerospace and oil and gas industries combined.² London's culture and creative industries generate £47bn each year and grew by nearly 40 per cent between 2009- 2014 compared to 30 per cent across the rest of the economy.³

Of the world's largest 250 companies, 40 per cent have their European headquarters in London with supply chains that reach right across the UK. Current membership of the EU provides access to a crucial supply of creative talent which has built up in London to make it a leading international city for the creative industries.⁴ The challenge will be to counter a climate – whether economic or political – which risks seeing many successful businesses and people leaving London, and the UK, for good.

A Changing Population

London is one of the most diverse cities in the world, with over 300 languages spoken in the capital. 45 per cent of Londoners identify as white British, 40 per cent from black, Asian and minority ethnic (BAME) backgrounds, and a further 15 per cent of Londoners identify as white other.⁵

The capital is larger today than at any time in its history, with a population of 8.63m expected to grow to 10m by 2030. Some 37 per cent of Londoners were born outside of the UK, and for more than one in five Londoners, English is their second language at home.⁶

London draws huge strength from the contribution of migrants who choose to make the city their home. Migrants bring economic benefits and enrich our society and communities.⁷ They are an important part of what makes this city so special and culturally exciting. From our food and drink, across the fields of sport, entertainment and the arts – the advantages of London's amazing diversity are clear for all to see.

¹ Department Digital, Culture, Media and Sport (2016) Economic Estimates: Gross Value Added

² Creative Industries Federation (2017) Industry Statistics

³ GLA Economics (2017) London's creative industries

⁴ GLA Economics (2017) London and Europe: Facts and Figures

⁵ GLA Economics (2016) Economic Evidence Base for London

^{6,7} Ibid

Building connections between Londoners from diverse backgrounds is a core part of improving social integration in this city.⁸ Addressing inequalities and barriers is also vital. Culture can be an important tool in challenging the stigma and discrimination many groups face, from migrants and refugees, to BAME, older and disabled Londoners. From festivals to museum exhibitions, culture presents unique opportunities to bring people together, challenge prejudices and celebrate the contributions of people from all backgrounds.

Quality of Life

Average household incomes in London are significantly higher than the rest of the UK, and London is home to some of the wealthiest individuals in the world.⁹ The top ten per cent of households own more than half of the city's wealth.¹⁰ But the gap between the incomes of the richest and poorest in London is the widest of all regions in England¹¹ and almost three in ten Londoners live in poverty.¹²

In recent years, many residents have seen little or no improvement in their living standards as wages have struggled to keep pace with the growing cost of living. After housing costs are accounted for, average incomes in London are very similar to the rest of the UK.¹³

Getting outside brings huge benefits to Londoners by contributing to higher levels of personal wellbeing.¹⁴ Fortunately, London compares favourably with other world cities with respect to the amount of green space per head of population. London is ranked fifteenth amongst 43 global cities – higher than similar cities such as New York, Berlin and Paris.¹⁵

Housing and Infrastructure

London is in a housing crisis. The recent Strategic Housing Market Assessment (SHMA) identified a need of 66,000 new homes each year, yet just 29,000 homes a year were built between 2013/14 and 2015/16, reflecting the chronic and long-term failure to build the homes that London needs.

⁸ GLA (2018) Mayor of London Social Integration Strategy

⁹ GLA Economics (2016) Economic Evidence Base for London

^{10,11,12} Ibid

¹³ Department for Work and Pensions (2017) Family Resources Survey

¹⁴ GLA (2018) Mayor of London Health Inequalities Strategy

¹⁵ World Cities Culture Forum (2018) City Data

Under the previous administration only 13 per cent of homes granted planning permission in 2014/15 were affordable.¹⁶ The Mayor's long-term strategic aim is to make half of all new homes built in London affordable.

To meet demand London needs to grow its infrastructure. The capital needs to increase its public transport capacity by 50 per cent by 2050.¹⁷ London is widely regarded as Europe's leading technology hub, with a growing sector of over 40,000 digital technology businesses employing almost 200,000 people.¹⁸ London needs reliable, affordable super-fast digital connectivity for homes and small businesses if London is to become the best connected city in Europe.

Culture in London

London is one of the world's great creative cities, with an enormous breadth of cultural riches and heritage. The city is home to art galleries, theatres, cinemas, festivals, 10 major concert halls, 192 museums, over a 1,000 live music venues, and over 4,000 pubs plus 325 public libraries.¹⁹ There are far more cultural facilities in central areas of London - fewer than a fifth of Arts Council England National Portfolio Organisations are based in outer London boroughs.²⁰

London's unique heritage assets include four UNESCO World Heritage Sites, scheduled monuments, registered parks and gardens, a registered battlefield and thousands of listed buildings and conservation areas. Most are clustered around central London, along the River Thames and along London's north-south axis.²¹

¹⁶ GLA (2017) Homes for Londoners: Affordable Housing and Viability Supplementary Planning Guidance

¹⁷ GLA (2015) London Infrastructure Plan 2050

¹⁸ London & Partners (2017) Investment Data

¹⁹ BOP Consulting (2018) World Cities Culture Report

²⁰ Arts Council England (2018) National Portfolio Organisations 2018-22

²¹ Historic England (2018) National Heritage List for England

Cultural landscape

London has an enormous breadth of cultural riches.

22,828

music performances per year

4,000+

pubs in London

4

UNESCO World
Heritage Sites

192

Museums

15.09m

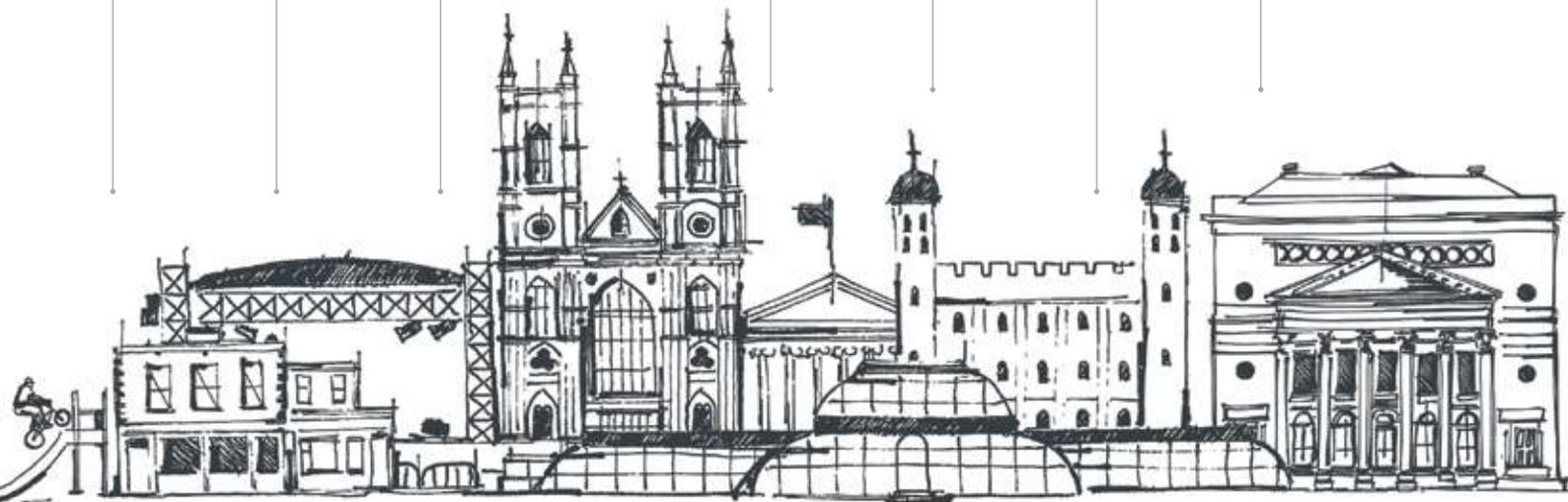
admissions at all
theatres per year

20,557

other heritage and
historical sites

911

Cinema
Screens



OPPORTUNITIES AND CHALLENGES

Culture can help make London a great city for everyone. It makes a huge contribution to the health and wellbeing of Londoners. Culture can bring Londoners from all backgrounds together to socialise, make friends and have fun. The centuries of tradition and heritage in the city help build a sense of shared identity and belonging. There is a history of openness and welcoming of new people and ideas. Engaging in culture offers a way for Londoners to learn about, discuss and even overcome the city's big problems.

When it comes to infrastructure London is a city of contrasts. Parts of the capital are booming, with new buildings rising and neighbourhoods being regenerated. London's culture and heritage are world-class, attracting tourists and visitors from around the globe. In the east, East Bank at the Queen Elizabeth Olympic Park will become a significant new cultural and educational district, while major developments will transform the Royal Docks and Old Oak and Park Royal.

At the same time, the city needs to maintain and upgrade its infrastructure to support its booming population – and the upgrade needs to include cultural facilities alongside new housing and transport networks. London's creative talent and production centres have a global reputation. The potential to grow cultural production and consumption is huge. But capital investment is needed across London, creating new skills and job opportunities, and a chance for a greater diversity of Londoners to find creative employment.

For the first time, London will see true devolution of funding and strategic control for skills development through the Adult Education Budget (AEB) in 2019-20. But to truly thrive, London needs more devolved powers to meet the needs of Londoners and London's businesses, while building stronger ties with other cities and regions across the UK. Brexit may have economic and social impacts that will need to be addressed for years to come. The following sections set out the opportunities and challenges for culture in London.

Participation in Culture

The vast majority of Londoners think that the city's cultural scene is important in ensuring a high quality of life, with three quarters satisfied with the city's cultural and sporting offer.²² However, participation levels have fallen in recent years, with people from lower socioeconomic backgrounds having much lower levels of cultural participation.²³

Many organisations are getting better at ensuring more people with disabilities and older people can participate. Between 2012 and 2015, performances that were accessible to a wider range of people increased by 14 per cent across Arts Council England funded organisations. And accessible screenings of film in cinemas doubled over the same period. But more needs to be done, as almost a third of UK museums provide no access information on their websites for disabled people planning a visit, and many theatres fail to reach audiences with disabilities.²⁴

The level of cultural infrastructure may also be a factor affecting participation across London. Between 2007 and 2016, London lost 35 per cent of its grassroots music venues, from 144 spaces programming new artists to just 94 remaining today. These are clustered north of the river in central and East London, in particular Soho, Camden and Shoreditch.²⁵ At the same time, London has lost 58 per cent of its LGBT+ night time venues in the past decade.²⁶

Many of London's historic places and spaces remain at similar risk of neglect or closure. In 2018, historic sites at risk from neglect or decay in London included 74 conservation areas, 549 listed buildings, 26 scheduled monuments and 11 registered parks and gardens.²⁷

75%

of Londoners are satisfied with the city's cultural and sporting offer



²² GLA Intelligence (2015) Annual London Survey

²³ Department Digital, Culture, Media and Sport (2017) Taking Part Survey

²⁴ BOP Consulting, Graham Devling Associates & Arts Council England (2016) Analysis of Theatre in England

²⁵ UCL Urban Laboratory (2017) LGBTQ+ Cultural Infrastructure in London: Night Venues, 2006-present

²⁶ Nordicity and GLA (2015) Grassroots Music Venue Rescue Plan

²⁷ Historic England (2017) Heritage at Risk - London Register

Nevertheless, since 2010, London has added 116 screens and 8 cinemas to its total inventory of film venues.²⁸ Hackney saw a 3 per cent increase in the number of pubs and bars during the last ten years, representing some vital green shoots of growth.

Health and Wellbeing

London has a proud record of improvements in public health, from large reductions in infant mortality to addressing preventable causes of heart disease. This is reflected in the increase in life expectancy for Londoners - now over 80 years for men and over 84 years for women.²⁹

However, good health and life expectancy is not realised equally for all Londoners. London currently has the biggest gap in life expectancy between local authorities of any region in England. Being in poor health or living with a disabling condition can affect people's quality of life, their income and access to resources, their role in the community, their social networks and relationships, their confidence and sense of identity and their ability to remain active and make the most of the opportunities London offers.³⁰

Evidence is mounting on the impact engaging with the arts and culture has on health and wellbeing. Art therapies have been found to reduce anxiety, depression and stress – music therapy has reduced agitation and the need for medicine in 67 per cent of people with dementia. And an art on prescription project led to a £216 saving per patient. With significant pressure on health services, linking Londoners to the arts is an effective way to help them live happy and healthy lives.³¹

Building Stronger and Safer Communities

Real social integration benefits all Londoners.³² Stronger, more diverse social networks are vital in helping people from all backgrounds access opportunities, like finding a new job or getting involved in community life. Increased trust and belonging helps improve health and wellbeing, reduce crime, and increase participation in civic society.³³ This can create a healthier, safer and fairer city.

²⁸ UCL Urban Laboratory (2017) LGBTQ+ Cultural Infrastructure in London: Night Venues, 2006-present

²⁹ Public Health England (2018)

³⁰ GLA (2018) Mayor of London Health Inequalities Strategy

³¹ All-Party Parliamentary Group on Arts, Health and Wellbeing (2017) Creative Health: The Arts for Health and Wellbeing. London

³² GLA (2018) Mayor of London Social Integration Strategy

³³ Ibid

There are challenges to building strong, diverse relationships within and between community groups. Londoners value diversity, but this does not necessarily translate into friendships between individuals from different backgrounds. In 2015, 21 per cent of Londoners reported that all their friends were of the same ethnicity as themselves, almost a third were of a similar age, and 30 per cent had a similar education.³⁴

Following years of decreasing levels, crime is on the rise in England and Wales.³⁵ In London, in the weeks following the EU Referendum, reports of racial and religious hate crimes doubled. Hate crime can have a serious impact on the safety and quality of life for those affected. Children and young people face different risks than previous generations. The Mayor's Policing and Crime Plan 2017-2021 aims to intervene to stop young people at risk of offending from being drawn into a life of crime.

Due to budget pressures at least 85 youth centres have closed across London, and a £145m gap in funding for youth services has been built up since 2011.³⁶ Participating and engaging in culture cannot bridge this gap. But engagement and even volunteering with arts and cultural activities supports self-expression, promotes a shared identity and can provide an alternative perspective to the pressures of growing up in the capital. Key to the prevention of reoffending is secure paid employment.³⁷ With 1 in 6 jobs in the capital in the creative economy there is clearly a role for culture in offering people a way out of crime.

Public Funding

Local authorities are still the biggest funders of arts and culture in England, spending £1.2bn in 2014-15.³⁸ Local authority investment plays a vital role in supporting a range of services, from libraries and theatres to community arts programmes. In addition, public funding from Arts Council England and Heritage Lottery Fund for libraries, historic places and spaces, arts organisations and museums is substantial.

³⁴ Berry AM, S. (2018) London's Lost Youth Services. London: London Assembly

³⁵ Office for National Statistics (2018)

³⁶ Berry AM, S. (2018) London's Lost Youth Services. London: London Assembly

³⁷ CLiNKS (2018) Access to Mainstream Jobs Key to Reducing Reoffending

³⁸ Arts Council England & Harvey, Adrian (2016) Funding arts and culture in a time of austerity

Private investment in arts and culture grew by 21 per cent across the UK in 2014/15, primarily driven by high-value individual donations to the largest recipients. Just 50 organisations received 60 per cent³⁹ of total private funding across the UK, while smaller organisations have managed to grow their private funding portfolio by 8 per cent per annum.⁴⁰

Funding from Arts Council England to London-based arts organisations has been at a standstill since 2015 as more investment is directed outside the capital.⁴¹ In addition, local authority investment in arts and culture has declined by £236m (17 per cent) since 2010, with London seeing the largest cuts in arts and culture spending: down 19 per cent between 2010 and 2015.⁴²

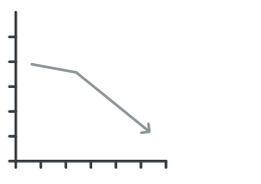
While in some cases this has resulted in the closure of cultural facilities, many boroughs continue to develop strategies for culture, support cultural services, and seek innovative ways to fund and support arts programmes and spaces.

Education

London is home to world-class higher education institutions with many specialising in creative subjects. The Royal College of Art is the number one art school in the world.⁴³ Central Saint Martins is first for fashion design and three of the top performing arts schools are in the capital: the Guildhall School of Music and Drama, the Royal College of Music, and the Royal Academy of Music.⁴⁴ These universities and conservatoires attract a high level of international students each year.

£236m

decline in local authority investment in arts and culture in England



³⁹ Arts Council England (2016) Private Investment in Culture Survey

⁴⁰ Ibid

⁴¹ Arts Council England (2017) London's National Portfolio 2018-22

⁴² Arts Council England & Harvey, Adrian (2016) Funding arts and culture in a time of austerity

⁴³ QS (2018) World University Rankings

⁴⁴ Ibid



At the same time, the uncertainty of Brexit, and the shape of the future immigration system, is likely to have an impact on the attractiveness of London's world-class universities and creative institutions to students, academics and lecturers from Europe and the rest of the world.

Education in London needs to bolster the creative talent pipeline from primary school all the way to secondary school and beyond. Since 2010 there has been a 35 per cent decline in the number of arts GCSE entries, equating to nearly 240,000 less GCSEs in art subjects taken.⁴⁵ A huge range of cultural institutions and organisations – both large and small – continue to work with schools, offer classroom visits, and provide teaching resources. But it is difficult to see how these will be sufficient to stem the decline in take-up of culture within the education system.

Employment

London's creative economy is a significant employer, accounting for 1 in 6 jobs in the capital.⁴⁶ Between 2011 and 2017 employment in London's creative industries increased by almost a third (31.8 per cent) compared to 20.8 per cent growth for the economy as a whole.⁴⁷

The fastest growing area of London's creative employment since 2012 has been advertising and marketing. Between 2012 and 2016 the number of jobs in this sub-sector rose by 41.7 per cent; this was closely followed by music, performing and visual arts (+40.5 per cent) and IT, software and computer services (+37.2 per cent).⁴⁸

London's creative industries are highly productive, with a creative worker 22 per cent more productive than the average London worker. Many jobs in the creative economy are well-paid. The average hourly pay for creative employees in 2016 was almost a third higher than for those working outside the creative economy. However, according to GLA Economics research, women in the

⁴⁵ Cultural Learning Alliance (2018) Further decline in arts GCSE and A Level entries

⁴⁶ GLA Economics (2017) London's creative industries

⁴⁷ Department Digital, Culture, Media and Sport (2018) DCMS Sectors Economic Estimates 2017: Employment

⁴⁸ GLA Economics (2017) London's creative industries

creative economy face an hourly pay gap of £4.66 compared to £1.92 for women in the non-creative economy. At the same time, just over 1 in 4 creative economy jobs are held by self-employed workers (27.8 per cent, compared to 16.8 per cent in the non-creative economy).⁴⁹

High average pay and the way data is collected can mask considerable variation – a poll of UK artists by website Artfinder found 55 per cent earn between £1k and £5k net a year, and 82 per cent earn less than £10k a year, below the minimum wage. In addition, many freelance creative workers do not have access to key rights and benefits such as parental leave and employer pension contributions.⁵⁰

Diversity in the Creative Workforce

Across the arts and creative industries, trailblazing Londoners have broken down barriers and smashed glass ceilings. Many of London's most celebrated and high profile creative talent come from diverse backgrounds. Recent years have seen relatively strong growth for both genders, and people from BAME backgrounds in creative economy jobs.

The rate of growth in female employment has been higher in the creative than non-creative economy, while the number of jobs filled by people from BAME ethnicity groups increased by 36 per cent in London's creative economy between 2012 and 2016. This compares to a 22 per cent increase in the wider economy.⁵¹

Nevertheless, there are still fewer women and people from BAME backgrounds working in the creative economy than the economy at large. In 2016, women made up 35 per cent of the creative workforce compared to 44 per cent across the wider economy, while 23.4 per cent of jobs in London's creative economy are held by people from BAME groups compared to 33 per cent in the economy as a whole. In the creative and cultural workforce in England, only 12 per cent of workers classify themselves as disabled.⁵²

Strikingly, 95 per cent of jobs in London's creative economy are held by people from advantaged socio-economic groups in 2016, compared to 73.8 per cent outside the creative economy.⁵³

⁴⁹ GLA Economics (2017) London's creative industries

⁵⁰ UK Interactive Entertainment (2017) The games industry in numbers

⁵¹ GLA Economics (2017) London's creative industries

⁵² Creative Industries Federation (2015) Creative Diversity Report

⁵³ GLA Economics (2017) London's creative industries

MILE END ROAD



FRANKIE HOWERD, NOËL COWARD AND GARDEN
GNOMES

FRANKIE VAUGHAN, KENNETH HORNE, SHERLOCK
HOLMES

MONTY, BIGGLES AND OLD KING COLE
IN THE PINK OR ON THE DOLE



There are particular trends in the subsidised part of the cultural industries. For example, 20 per cent of the UK's working age population identify as disabled, compared to 4 per cent of staff at Arts Council England funded organisations and Major Partner Museums. Only 8 per cent of Chief Executives, 10 per cent of Artistic Directors and 10 per cent of Chairs come from BAME backgrounds. At the highest level, women are also under-represented – they make up just 35 per cent of Artistic Directors and Chairs.⁵⁴

Global Position

London is a centre for the creative industries which act as a global calling card, attracting people from around the world to visit, work and study.

Since the financial crisis of 2008, the creative industries have not only proved resilient, but have helped to power the economy.⁵⁵ This success is due to many factors including creative industries tax relief, London's role as an international financial and transport hub, and access to world-class talent.

London remains the third largest centre for film production in the world and in 2017 films and TV shot in London generated approximately £7.9bn of inward investment.⁵⁶ It is one of the top four fashion capitals;⁵⁷ the fifth in games production;⁵⁸ and is a world leader in design. Nevertheless, global competition remains strong, with cities across the world adopting fiscal incentives aimed at attracting creative businesses and talent. In addition, it has been estimated that a hard Brexit could see London forfeit £1bn of growth in the creative industries by 2030 and half a million fewer jobs overall.⁵⁹

At the same time, the fast-paced growth of London risks pricing out creative talent. Many creative businesses are in industrial spaces, in a city that lost 260 acres of industrial land per year between 2010 and 2014.⁶⁰

⁵⁴ Arts Council England (2016) Equality, Diversity and the Creative Case

⁵⁵ United Nations Development Programme (2010) Creative Economy Report

⁵⁶ British Film Institute (2018)

⁵⁷ Fashion Week Online (2018)

⁵⁸ UK Interactive Entertainment (2017) The games industry in numbers

⁵⁹ Cambridge Econometrics (2018) Preparing for Brexit: Clarity from Complexity

⁶⁰ Colliers International (2017)

With a record breaking 31.9m visitors in 2017, London is one of the most visited places in the world.⁶¹ Culture is a major driver of tourism to London and cultural tourists spend £7.3bn a year, supporting 80,000 jobs in the capital.⁶²

Most of London's top attractions are located in Zone 1. There is a strong appetite for both first time and repeat visitors to disperse across London. Nearly three-quarters of visitors venture outside of the centre, with 3 in 10 citing local attractions, landmarks or historical sites as a draw.⁶³

However, in 2018 overall year-on-year declines were experienced by both central London and outer London attractions. Zone 1 attractions recorded a 3 per cent drop whilst attractions in zones 2-6 recorded a larger 7.8 per cent drop in the period.⁶⁴

THE SCOPE OF THIS STRATEGY

The established or more institutional aspects of our culture are vital to London's heritage, as is equally London's street style, its global leading music genres such as Afro-pop and grime, and its video gaming. The Mayor's approach to culture places a strong value on celebrating and respecting the breadth and diversity of London's creativity equally.

This includes heritage. Through the scope of this strategy, the Mayor will nurture places and spaces that have local character and significance. The Mayor, local and regional government must value what local people value.

This strategy references cultural facilities as buildings and places where culture is consumed or produced. Cultural consumption takes place in museums, theatres, cinemas, entertainment arenas,

⁶¹ London & Partners (2018) London Hotel Development Monitor

⁶² GLA (2015) Take a Closer Look: a cultural tourism vision for London 2015-2017

⁶³ London & Partners (2017) A Tourism Vision for London

⁶⁴ London & Partners (2018) Q1 Attractions Monitor 2018

music venues and night clubs, libraries, historic buildings, or public performance spaces. Cultural production takes place in creative and artist workspaces, dance rehearsal studios, music production suites or set design and building workshops. Cultural facilities also include less 'formal' cultural places and spaces: community festivals; arts centres; pubs; bars and nightclubs; busking pitches; skateparks and legal street art walls.

There are many places and activities across London that are important to the city's cultural wealth, like food markets, places of worship. The strategy does not try to encompass everything the city has to offer, but rather emphasises those cultural facilities and activities where there is a primary focus on art, culture and heritage. There will be overlap with other strategies, like the Food Strategy for markets and the Environment Strategy for green spaces.

The Mayor's Statutory Strategies

The Greater London Authority, under the GLA Act, is to set out its policies on culture, media and sport under the umbrella of the Culture Strategy. The sport section of the Culture Strategy is being developed by the GLA's Sports Team and will be published separately but will form part of the same overall strategy.

The Mayor's statutory strategies will work in tandem to address his overarching vision, including his vision for culture: A Culture for all Londoners, the Mayor's Transport Strategy; the draft London Plan (planning); London Environment Strategy; Economic Development Strategy; Health Inequalities Strategy and London Housing Strategy. The Mayor has also commissioned a range of other plans and strategies aimed at Food, Skills, Social Integration, Police and Crime, and Equality, Diversity and Inclusion. This Culture Strategy should therefore not be read in isolation from these strategies but alongside them.



Chapter 3:

Love London

The Challenge: London has a world-class cultural offer, but for too many Londoners many cultural activities are out of reach.¹ Engaging with culture builds communities and raises aspirations so barriers to participation should be removed.²

Our Objectives: More people experiencing and creating culture on their doorstep. Make the city's cultural offer more diverse. Deliver affordable opportunities. Strengthen links between culture, health and wellbeing.

LOCAL CULTURE

Culture brings communities together in times of celebration and hardship; it improves happiness, health and wellbeing, and it has powerful social impacts. Well-designed spaces and programmes for cultural engagement can promote social integration, deter crime and increase neighbourhood safety.

Yet throughout the city there are Londoners for whom the capital's culture is out of reach or who feel excluded from the city's success. Over a quarter of the capital's children live in poverty.³ An adult Londoner living in poverty is more likely to be working than not, living in outer

London rather than inner, and renting from a private landlord than in a council or housing association property.⁴ For the children of these Londoners, travelling across London to enjoy concerts or cultural events may be impossible. Tickets to West End theatres or cinemas are likely to be beyond their reach entirely. Factors like mobility or disability are also barriers to participation for many Londoners.

The Mayor supports the policy of free entry for London's national museums and galleries. But this is not enough. The Mayor wants to build and strengthen local communities by investing in culture across the city and removing barriers to access.

London Borough of Culture

Only a third of Londoners feel that they make the most of the culture on their doorstep.⁵ London Borough of Culture will change that by putting communities at the heart of this major new citywide competition. It will shine a spotlight on the hidden gems and unique character of boroughs; it will raise ambition with big ideas; it will build new relationships between neighbours and residents; and it will put local people centre stage.

¹ GLA (2017) Mayor of London Transport Strategy

² GLA (2017) The 2017 London Strategic Housing Market Assessment

³ GLA (2017) The Draft London Plan

⁴ London & Partners (2017) A Tourism Vision for London

⁵ GLA Intelligence (2015) Annual London Survey

Inspired by the success of the UK City and European Capital of Culture programmes, the capital's boroughs, working with local communities, have bid for the title of London Borough of Culture with the first two winning boroughs receiving £1.35m each from the Mayor.

In 2019, Waltham Forest will bring activity and events to every corner of the borough. Programme highlights will include: 'Welcome to the Forest', a spectacular three-day celebration of art, music and local culture. The event will feature Talvin Singh, Greenaway and Greenaway, Marshmallow Laser Feast and Erland Cooper; Africa Express: TOGETHER, celebrating cross cultural collaboration through music in Leytonstone, where founding member Damon Albarn grew up; Chingford's traditional May Day Fayre and visual artist Zarah Hussain's Molecules on the Marshes - a vast light installation which will see the marshes illuminated by 50,000 solar powered lights in the shape of water molecules – one for every child in the borough. Fifteen thousand residents backed Waltham Forest's ambitious bid. There are 165 events planned and the local authority wants 85 per cent of Waltham Forest households to take part, with half a million additional visitors getting involved.

When putting together their bid, Brent discovered that none of the young people they worked with had heard of the National Theatre or ever been to the Tate. Young people are therefore at the heart of their programme for 2020. In the same year that the borough will also host the EURO 2020 Championships, culture and sport will come together enabling a gear shift in participation. A summertime street party will be thrown for 200,000 people, centred around London's oldest, straightest road, the A5. Brent Libraries will commission new artworks and the borough will host a major new music festival exploring the musical legacy of Brent.

In order to widen participation even further, six boroughs have received a Mayor's Cultural Impact Award which will fund landmark projects across the city.

Barking and Dagenham will create a new policy for the role of culture in social care settings. It will bring together artists and young people in social care, and explore themes of work and employment with local residents.

Camden Alive will establish a virtual Camden People's Museum, whereby residents will be proud creators of the borough's cultural life, enhancing feelings of neighbourliness and identity.

Kingston will create a live music circuit connecting venues, artists and promoters, and build on the area's rich music heritage.

Lambeth will inspire the next generation of creative leaders, supporting residents from BAME communities to build careers in the arts. It will bring together leading grassroots organisations and major cultural institutions to help deliver the programme.

The Albany and Entelechy Arts will launch a Festival of Creative Ageing in Lewisham. This will harness the power of culture to help people live longer, happier, more independent lives. The centrepiece will be an immersive theatre experience devised with older residents.

Merton is taking an innovative approach to establish a new local cinema in Mitcham. By demonstrating resident demand through a new film festival curated by local people, the borough will make the case for future investment.

SUPPORTING GRASSROOTS CULTURE

Many barriers prevent people from participating in arts and culture – from a lack of funding at the grassroots to social, economic and physical barriers. The Mayor wants to explore new approaches to removing these barriers for Londoners.

The Mayor's investment in the London Boroughs of Culture is significant. At the same time, small grants can also make big things happen. Small grants can kick start an arts festival, pay for a generator for a pop-up film night, fund artists to lead workshops, or cover the hire of a venue.

These projects can lift local aspirations, build community identity and address social issues. If more Londoners are to lead, make, programme and participate in culture in their local community, there must be a way for them to access funding and support.

WELCOME

to the

FOREST



Culture Seeds

The Mayor has established a new London wide funding programme, called Culture Seeds, offering micro-grants to support community-led cultural projects in every single borough.

With a total pot of £1m, the Mayor is funding a wide range of projects including a tour of music performances to residential care settings around Redbridge; a visual arts and music Summer School based on the Queen's Crescent Estate in Camden; a dance project for people with Parkinson's in Merton; and visual arts workshops for volunteers who helped after the Grenfell Tower fire in Kensington and Chelsea. This micro-grant scheme targets individuals and organisations that often miss out on grants because they are too small, are informally constituted, or are from underrepresented groups.

Culture Seeds will help build capacity among grassroots organisations through a new Culture Seeds Community which gives all grant recipients access to advice and resources, surgeries, local borough networks and signposting to other pan-London opportunities.

As many of these organisations are run by volunteers, the Culture Seeds Community also receives support from Team London, the Mayor's volunteering and social action team, who are providing members with training and referrals to other resources.

Crowdfund London

With up to £1m in 2018 to support local projects, the Mayor's Crowdfund London gives Londoners a vital opportunity to fundraise for projects that are valuable to them. The Mayor is backing the best projects that have demonstrated strong local support with pledges of up to £50,000.

Funded campaigns and projects have ranged from a Night Market for underemployed people in Tulse Hill to an elevated park in Peckham. Crowdfund London empowers Londoners to be vocal about which cultural ideas they want to campaign for, while helping get many valued projects off the ground.

INCREASING PARTICIPATION

From the chaotic energy of a sell-out concert at The O2, to the quiet retreat of a local museum, there is much to love about London. There are also a huge number of free events across the city. However, many Londoners are either not aware of what's on offer, feel that the cultural offer is not for them, or are experiencing other complex barriers. Lowering barriers for Londoners who are not currently taking part in culture is an essential part of the Mayor's vision of a city where culture is for all Londoners.

To increase engagement, the Mayor envisioned a discount card that would give more Londoners access to the breadth of London's cultural riches. In meeting and speaking with the Londoners the Mayor hoped to reach, we found that many discount offers already existed, and that more in-depth and community-led approaches would be needed to deliver on this aim. That is why the Mayor's major programmes support grassroots access and engagement, particularly in outer London. Principally, this is delivered through the new Culture Seeds grant programme. The London Borough of Culture also supports the principle of putting Londoners at

the heart of programming. So far the results have been powerful, witnessing Londoners experience culture for the first time in their local area, or seeing creative projects inspire young people to take positive paths, and bringing different families together around an event or festival to cultivate a sense of community and belonging.

Through Team London, the Mayor's volunteering programme, he delivered a pilot in 2018 offering free and discounted cultural and recreational experiences to incentivise more young Londoners to volunteer.

Young Londoners Fund

Education, sport, culture and leisure activities can benefit all young Londoners – but they can be vitally important to those at risk of getting caught up in crime. Many young Londoners have no access to supportive mentors or a local youth centre. The Mayor wants to see more young people fulfil their potential, including harnessing their creativity. He has launched a £45m fund to help young people become leaders in their communities and take up the opportunities London has to offer.



of intent encouraging schools, cultural organisations and SEN practitioners to work collaboratively in developing inclusive and sustainable cultural offers for disabled young people.

The Mayor has also set out to improve access to his events and aims to achieve the bronze standard Charter for Best

Practice in Event Accessibility. The ethos of the Charter is that Deaf and disabled people should be as independent as they want to be at live events and festivals. The Mayor's long-term aim is to achieve the silver and gold standard and he will also work with external event partners to encourage them to achieve the Charter or adopt the principles within it.

PROGRAMMES, FESTIVALS AND EVENTS

Throughout its history, London has been a city of festivals. Some, like St. Bartholomew's Fair, became notorious. Others, like the 1951 Festival of Britain, helped shape the South Bank as we know it.

Today, festivals like New Year's Eve Fireworks, Totally Thames, Liberty, Pride in London and Notting Hill Carnival build bridges between different communities. They are spaces where people from all backgrounds come together. For example, the London Mela is a celebration of Asian culture and creativity, inspired by South Asia and its diaspora. It attracts a diverse and mixed audience and encourages social inclusion, with approximately a third of the audience from non-Asian backgrounds.⁶ The Mayor will bring Londoners together through major cultural programmes, festivals and events.

The Mayor supported Lumiere London in January 2018, produced by Artichoke. The light festival attracted over 1m visits to 58 installations at iconic locations with many areas closed to traffic to allow visitors to explore the capital like never before.⁷ Retailers and business districts worked together to capitalise on the event and weather the post-Christmas slump in trade.

Offering four days of free access to the arts, the festival included expanded content, with a trail of spectacular light installations designed by artists from 14 different countries for locations across central London, stretching up north to King's Cross and down to the South Bank. These were made with the participation of community groups from Barking and Dagenham, Waltham Forest, Croydon and other boroughs.

⁶ Nutkhut (2018) London Mela

⁷ London & Partners (2018)

To help spread the word, London & Partners, the Mayor's promotional agency, led a digital communication strategy and built a Lumiere London layer into the Visit London app allowing visitors to navigate their way around the festival and discover other things to do nearby. During the weekend of Lumiere 2018, the Visit London app climbed to number one of all UK travel apps for iOS devices.⁸

Mayor's Festival Programme

The Mayor will continue to fund festivals and events with an emphasis on more community involvement, increasing quality, raising profile and improving volunteering. The Mayor actively funds: Africa in the Square; Armed Forces Day; Chinese New Year; Diwali; Eid; Feast of St George; Holocaust Memorial Day; Liberty; London Mela; Menorah; Christmas at Trafalgar Square; Notting Hill Carnival; St Patricks Day; Pride in London; Remembrance Day Reception;

State of London Debate; Totally Thames and Vaisakhi. The Mayor is consulting with communities about his events programme to ensure it is accessible and engages all Londoners. He will continue to highlight and promote more of London's diverse cultures.

As an iconic central London landmark, Trafalgar Square is in high-demand for the staging of events. The GLA has a central role in enabling Trafalgar Square to be used for a wide range of cultural events and festivals – particularly those that bring high quality cultural experiences and commemorations to all for free, such as classical music concerts, West End Live, 7/7 Commemoration Event, Japan Matsuri and events that engage London's communities. The Mayor provides event support and guidance to external events as a valuable in-kind contribution, particularly for events organised by community group with limited resource or experience.

⁸ London & Partners (2018)

“What draws men and women together is stronger than the brutality and tyranny which drive them apart.”

Dame Millicent Fawcett GBE

1847–1929

Suffragist Campaigner

Centenary of Women’s Suffrage 2018

The passing of the Representation of the People Act 1918 turned the tide on gender equality and tripled the size of the electorate. The Act enabled men over 21, without regard to property or class, and the first women over 30 in the UK to vote.

This landmark year was an opportunity to honour the achievements made for women’s rights over the past 100 years, and to encourage further progress. The Mayor has made achieving gender equality an urgent priority and has called for change through his #BehindEveryGreatCity campaign. Throughout 2018, cultural and creative projects which were part of #BehindEveryGreatCity celebrated and profiled the achievements of women across the capital from a historical and contemporary perspective.

To commemorate the centenary of women’s suffrage, the Mayor commissioned the first ever statue of a woman – Millicent Fawcett - for Parliament Square. Internationally renowned artist Gillian Wearing OBE, RA is also the first woman ever to have created a statue for this iconic space.

**CHANGE
HerStory**

**BE
BOLD**

**TELL
OUR
STORIES**



#BehindEveryGreatCity projects included the Kinovan mobile cinema, which brought unseen archive footage of the history of the struggle for the right to vote to 7,000 children in schools and attendees at community festivals. In partnership with Google Arts & Culture, the Mayor launched 'Road to Equality' a new online platform where anyone can learn more about the life and statue of Millicent Fawcett, her fellow suffragists and London's suffrage story. A mentoring programme for 10 young BAME London women music artists, 20 new outdoor public artworks with Tate Collective celebrating the unsung women heroes of the last century, and a year-long programme of exclusively women artists on the London Underground also featured across the Centenary year.

The #BehindEveryGreatCity campaign brought London's rich history of protest and democracy to life, inspiring Londoners to think about the strides democracy has taken, while reflecting and encouraging action on the work that is still urgently to be done.

EURO 2020

The 2012 Olympic Games and Cultural Olympiad left a lasting legacy for London and for Londoners. During EURO 2020, the Mayor wants Londoners from all communities to come together in a global celebration of culture and sport, creating a festival atmosphere across the capital and enabling grassroots activity to thrive. EURO 2020 is an opportunity for visitors, Londoners and volunteers to come together in a shared love of culture and sport. Played across European cities for the first time, the EURO 2020 programme will also celebrate the European communities who make such a crucial contribution to London life.

MUSEUMS

London has a huge variety of inspiring museums. Each one is a place where Londoners and visitors can come together to learn and to explore the past or delve into fascinating, and sometimes unusual collections.

The Mayor will continue to support a 'family' of five museums:

- The Museum of London, including Museum of London Docklands;
- The Transport Museum;
- The Metropolitan Police Heritage Centre and
- The London Fire Brigade Museum.

In particular, the Mayor will support the new London Fire Brigade Museum at the Fire Brigade Headquarters by 2023, and a new Museum of London in West Smithfield. He will support more volunteering at museums and heritage sites through the Team London online portal.

Museum of London

The Museum of London celebrates the capital, inspiring a passion for London and for learning. The museum has sites in central London and Docklands telling the story of the city, from its first settlers to modern times. Over a million people visit the Museum of London every year. It cares for seven million objects and holds the largest archaeological archive in the world, with information on excavations in London over the last hundred years.⁹

The Mayor has committed £70m to create a landmark Museum of London at West Smithfield. This will save a historic building for future generations and give the Museum a wonderful new home. The larger premises in West Smithfield will open up more of the collection than ever before, helping the Museum to meet its ambition of working with every school in the capital and doubling its visitor numbers to two million every year.

7m

objects are taken care of
by the Museum of London



⁹ Museum of London (2018) What We Collect



The Museum will be part of a new 'Culture Mile', alongside the Barbican, Guildhall School of Music and Drama, London Symphony Orchestra and the City of London Corporation.

Non-national and Small Museums

Across the city, there are a vast range of smaller museums in palaces, townhouses, universities, ships, dockyards and former warehouses. London is even home to three restored 19th century windmills - in Croydon, Upminster and Wimbledon. These museums cover a wide array of distinctive subjects: immigration; the Post Office; the armed forces; Jewish art; the cinema; magic; Sherlock Holmes; the poet Keats; ancient Egypt; freemasonry; the history of Barnet; the Order of St John; dental care; comedy; motorcycling; cartoons; clowns and gardening are just some of them, often in their former homes – including Florence Nightingale, Queen Charlotte, Sigmund Freud, Isambard Kingdom Brunel, Dora Gordine, Dr. Johnson and Charles Darwin.

With Historic England, the Mayor will publish a public map of the city's museums and heritage infrastructure across all boroughs.

“The world’s greatest city deserves the world’s greatest museum, which is why I’m delighted to announce £70 million of funding for the new Museum of London.”

Sadiq Khan
Mayor of London

The Museum of London provides grants and loans to support the capital's non-national and smaller museums. In 2016-17 it awarded £10,000 to 19 museums to help them with collections care.¹⁰ These awards ranged from a project at the Charles Dickens Museum to confirm the authenticity of a portrait of his wife Catherine, to support for the relocation of the World Rugby Museum at Twickenham.

The Museum of London also provides funds to Local Authority Museum and Archives services, as well as small-scale capital development funds. The Mayor's core support of the Museum will enable it to continue to provide accreditation support, training and resources for London's non-national and smaller museums, enabling more Londoners to engage with these precious collections and sites.

Libraries and Archives

Libraries attract the most diverse audiences of any cultural facility. They not only offer a range of books, they provide a safe place for some of the most vulnerable people in society, public access to the internet and activities that bring together new parents and their kids.

Libraries and archives are used by an array of Londoners, from academics, scholars and readers, to enthusiasts, families and community groups. London has 325 public libraries, more than any other city in the world, and is home to the world's oldest library, the British Library.

Specialist archives are peppered across the city. The BFI Mediatheque on the South Bank is one of the largest film and TV archives in the world. And a huge range of universities, societies and organisations from the Tate to the British Red Cross hold their own archives. Increasingly these collections are being digitised, opening access to new generations.

Every London local authority has a statutory duty to deliver a comprehensive and efficient library service. Councils have responded to financial constraints by, in some cases, closing libraries, or in others, by entering into community management arrangements.

The funding and delivery of local authority libraries and their services is outside the Mayor's control. However, two library projects have been funded via

¹⁰ Museum of London (2017) Grants and funding

the Mayor's Good Growth Fund. There are other opportunities for libraries through various mayoral programmes including Culture Seeds, London Borough of Culture and funding opportunities like the Mayor's Energy Efficiency Fund. London's libraries are being mapped as part of the Cultural Infrastructure Plan to provide a comprehensive picture of libraries across the city (see Chapter Culture and Good Growth).

CULTURE, HEALTH AND WELLBEING

There is mounting evidence, commissioned by both arts and health bodies, that creativity and the arts make a significant difference to people's physical and mental health and wellbeing. Ballroom dancing reduces the risk of dementia by 76 per cent, art therapy helps returning war veterans cope with post-traumatic stress and an arts on prescription project led to a £216 saving per patient participant.

The Mayor's Health Inequalities Strategy sets out the Mayor's vision for a healthier and happier London, and culture increasingly is playing a role in support of this. Arts activity is being used within clinical settings and in the wider community as it is proven to help people maintain good health and wellbeing or recover from illness.

76%

reduction in the risk of dementia through practicing ballroom dancing



£216

saving per patient during arts on prescription project



The Mayor has funded a wide range of creative health and wellbeing projects, including a brand new cultural festival to coincide with World Mental Health Day. In the first year the festival included a youth-led day of films and performances addressing young people's mental health in a changing world, interactive storytelling sessions in community settings for parents and young children supporting conversations around mental health from an early age and an expanded Brixton Reel Film Festival programme aimed at African-Caribbean, Latin, Portuguese speaking, Black LGBT+ and Asian LGBT+ Londoners.

Health and wellbeing has been a significant theme across Culture Seeds applications, and the fund has supported free concerts for carers; evening dance classes for people with Parkinson's, and a music project for young people with learning disabilities. The Cultural Impact Award programme in Barking and Dagenham (see London Borough of Culture) is supporting health and wellbeing for young people in social care settings.

The Mayor is also working with his funded partners. With the Museum of London, he is delivering a project bringing objects into care homes, hospitals and day centres to engage with

people affected by dementia. Linking with local museums and archives a wide range of artefacts, contemporary news stories, photos and music will stimulate reminiscences and conversations. Film London, in partnership with The Phoenix Cinema and seven Picturehouse London cinemas, have established monthly dementia-friendly screenings, and have worked with London Screen Archives on pop-up dementia-friendly archive screenings in care homes and community centres. This is part of a wider programme to make London a more dementia-friendly city.

The Mayor wants to help Londoners and cultural organisations do more to support better health and wellbeing. He will bring together experts from the health and arts sectors to broker better understanding about the benefits of commissioning arts and culture programmes.

One of the Mayor's key ambitions is to see social prescribing – a way of supporting individuals to improve their health and wellbeing through access to non-medical, community-based support and services – rolled out to the all Londoners, particularly the most vulnerable. Engaging people in arts and cultural activities is a vital part of this programme.



Love London - Policies and Actions

Policy 1: The Mayor will help build and strengthen communities by investing in local culture.

1	Deliver two London Boroughs of Culture in 2019 and 2020.
2	Fund six Cultural Impact Awards for exemplary projects in boroughs.
3	Establish Culture Seeds, a micro-grants programme to fund grassroots culture and support community-led culture projects through Crowdfund London.
4	Delivered a pilot to increase cultural engagement among volunteers.
5	Support cultural activities and interventions that increase participation, engagement and community cohesion, including through the Young Londoners Fund.

Policy 2: The Mayor will help bring Londoners together through major cultural programmes, festivals and events.

6	Pledge support to the Cultural Inclusion Manifesto.
7	Improve access to the Mayor's events programme and attain the Bronze Charter.
8	Deliver an annual programme of community events and festivals, with improved quality and engagement and better volunteering opportunities.
9	Deliver a cultural programme for EURO 2020.
10	Lead a celebration of the centenary of the first women getting the vote and commission a new statue in Parliament Square.

Policy 3: The Mayor will support his 'family' of museums.

11	Support delivery of the new London Fire Brigade Museum.
12	Support volunteering at museums and heritage sites through the Team London online portal.
13	Invest £70m in the Museum of London's move to West Smithfield.
14	Work with Historic England to publish a public map of the city's museums and heritage infrastructure across all boroughs.

Policy 4: The Mayor will promote the benefits of arts and culture for the health and wellbeing of Londoners.

15	Deliver a mental health cultural festival aimed at young Londoners.
16	Through Culture Seeds and the Cultural Impact Awards fund projects that support health and wellbeing.
17	Fund and support new culture-led approaches to working with older people and those living with dementia.



Chapter 4:

Culture and Good Growth

The Challenge: London's population is rising rapidly. New buildings and infrastructure will put pressure on existing culture and heritage; creative communities are being priced out of the neighbourhoods they are helping to regenerate. High numbers of venues have shut down over the past decade. Culture in the public realm can have a huge impact but may sometimes be seen as a nice add on but not a priority.

Our Objectives: To find new ways to help artists and creative businesses put down roots. To take a strategic approach to integrating culture across major developments and infrastructure. To develop the most pro-culture planning framework ever. To develop a better understanding of the cultural infrastructure needed in the capital. To support, sustain and enhance heritage.

GOOD GROWTH

London is growing fast – and a rising population needs new infrastructure. The capital needs 65,000 new homes a year just to keep up with demand. Public transport will need to accommodate six million additional journeys each day by 2041.¹ London needs to find space for 46,000 new jobs and the cultural and social infrastructure to support all Londoners.² Faster digital connectivity across the city will be essential. Rent rises and development are putting creative workspaces at risk while industrial spaces are being turned into residential units.

London needs 'Good Growth' to tackle the stark inequality that exists in the capital.³ Good Growth means safeguarding the unique character of local neighbourhoods. It means balancing the new and the old and ensuring new buildings do not shut down existing cultural facilities. People, places and prosperity are inseparable from the idea of Good Growth. The Mayor does not want growth that leaves Londoners feeling left out, that obliterates local character in the name of regeneration, or that undermines community cohesion.

¹ GLA (2018) Mayor of London Transport Strategy

² GLA (2017) The 2017 London Strategic Housing Market Assessment

³ GLA (2017) The Draft London Plan

Cultural Infrastructure Plan

The Cultural Infrastructure Plan is a ground-breaking strategic approach to supporting and safeguarding cultural places and spaces. A first for London and the world, the plan will set out everything the Mayor is doing to support cultural infrastructure – policies like the draft London Plan; funding like the Good Growth Fund and Creative Land Trust; and tools including the first ever pan-London map of London’s cultural places and spaces. The plan also calls on local authorities, developers, landlords, landowners, cultural organisations and businesses to do all they can to support and sustain valuable cultural infrastructure. The plan underpins and brings together the suite of policies and programmes outlined in this chapter – from London’s first Culture at Risk office to the new Creative Enterprise Zones.

Good Growth Fund

The £70m Good Growth Fund invests in civic infrastructure, supporting small businesses, providing and securing workspace, delivering community-led regeneration and enhancing public spaces and cultural venues. Cultural infrastructure has been a key beneficiary of the fund, which is delivered by the London Economic Action Partnership and will run until 2021.

In its first round, 19 projects with a strong cultural and creative focus received funding. The UK’s first national talent house for urban culture in Newham; refurbishment and expansion of Kensal House estate community rooms; Volunteer It Yourself CIC – a project that will refurbish grassroots community arts spaces; an expanded and improved skate space at the South Bank Centre undercroft, and creative workspace such as Somerset House Studios.



Creative Enterprise Zones

Many creative Londoners are having to relocate or leave London due to rising rents and business rates, or because their workspaces are being converted to meet other uses. We need them to be able to plan and settle for the long term.

London's first ever Creative Enterprise Zones will be designated neighbourhoods where artists and creative businesses can put down roots. The Mayor is investing an initial £7m to create the capital's first zones, where creative production can cluster in response to local needs. Support will include:

- permanent affordable workspace and live-work spaces;
- enterprise and skills support and training (See Creative Londoners chapter);
- community links to achieve socially inclusive places;

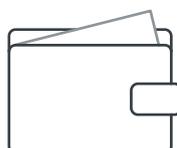
- pro-culture Local Plans and policies;
- business development support;
- new creative clusters and networking;
- business rates relief;
- super-fast broadband.

Many neighbourhoods are already known to be emerging centres of creative production. In partnership with local authorities, the Mayor's Creative Enterprise Zones will allow these neighbourhoods to be protected and to grow, providing new creative employment opportunities for communities.

Neighbourhoods that are not designated during this mayoral term can still benefit from the support and shared learning as London tests out this innovative policy to help build creative communities. Research findings will be published and disseminated.

£7m

invested in Creative
Enterprise Zones



Creative Land Trust

The Mayor is also addressing London's shortfall in affordable workspace by supporting a new Creative Land Trust which will secure long term affordable workspace for artists. The Trust will raise capital to acquire property to be offered at affordable rents. Based on a successful model in San Francisco, it will provide faster financing for studio providers.

The capital's 239 artists' workspace sites in London provide space for 10,872 creative practitioners, including individual artists, designer makers and small businesses. But only 13 per cent of the buildings are owned under freehold, with the stability and security this offers.⁴ To tackle the problem of rising rents in the capital, the Mayor is working with a consortium of artists' workspace providers, entrepreneurs and philanthropists.

The Mayor's Workspace Provider Board will also continue to advise the Mayor on related challenges such as business rates and affordability.

Planning for Culture

The Mayor is providing more investment into culture and the creative industries than any previous administration. Alongside this investment, he is also developing the most pro-culture planning framework London has ever seen. When cities plan for growth they plan for housing, transport, hospitals, schools and civic institutions – and the Mayor believes culture is crucial to plan for alongside these.

The draft London Plan sets out how authorities in the capital can plan for culture as they do for transport and housing. Strengthened policies include planning protections for pubs and creative workspace, and a new 'Agent of Change' policy to protect late night venues by requiring residential developments planned nearby to take noise mitigation measures into account. The Mayor has published Supplementary Planning Guidance on Culture and the Night Time Economy. This supports current planning policy to protect and enhance London's night time culture, while balancing the needs of local residents.⁵

⁴ GLA (2015) Press Release: Artist Workspace

⁵ GLA (2017) Culture and the Night-time Economy - Supplementary Planning Guidance

Mapping and Evidence

To truly deliver Good Growth, it is important to understand what is happening to cultural infrastructure, and to track trends. The Mayor is mapping cultural places and spaces across every single borough. Through this open source map, local authorities will be able to track cultural facilities in their own and neighbouring boroughs, identify cold spots, clusters and trends, add new information, and make fully informed planning decisions.

One of the Cultural Infrastructure Plan tools is the first city-wide evidence base across a range of cultural places and spaces which flags 'culture at risk'. The Mayor has published research identifying heavy losses of music venues, pubs and LGBT+ venues. He has published evidence on dance rehearsal spaces and is providing further evidence around music production facilities and creative workspace, and the supply chains that feed creative production in a range of sectors. The Cultural Infrastructure Plan evidence base will underpin planning

“With so many smaller pub and club venues in London and other cities around the world falling victim to gentrification and rising rents, it is more important than ever that enlightened civic authorities actively promote live music and performance in public places.”

Mark Knopfler OBE
Singer/Songwriter

FREE HOUSE

THE
GEORGE
TAVERN

Fine Wines

GEORGE TAVERN

Cask Ales

LOOK LEFT

policy, help local authorities implement the London Plan, raise awareness of culture and heritage held on risk registers, and support local decision making through Section 106, Community Infrastructure Levy, Local Plans and Masterplans.

Culture at Risk

London is a world-class cultural city, and many areas in the capital are thriving. At the same time, some cultural facilities are at risk of closure.

A key tool in the Mayor's Cultural Infrastructure Plan is London's first ever Culture at Risk office which has been established within City Hall. Set up in 2016 to safeguard well-loved places and spaces at risk of being lost, it has helped over 300 spaces, from iconic live music venues like the Electric Ballroom and the 100 Club, to heritage murals depicting the Old Kent Road.

The office performs a number of functions including reviewing planning applications to preserve existing assets and embed culture in the city's new developments. It has also formed an alliance with the Campaign for Real Ale (CAMRA) to protect pubs, and has developed a landmark LGBT+ Venues Charter to help stop LGBT+ venues closing. The Mayor has funded at-risk venues through Crowdfund London and the Good Growth Fund, such as the Rio Cinema in Dalston and the Granada theatre in Walthamstow.

The office has been a catalyst, encouraging community groups, businesses and planning departments to work more closely together.

CULTURE AND NEW PLACES

The Mayor wants to challenge preconceived ideas about regeneration and to support change that can help create a city that works better for all Londoners. This is particularly the case with London's major developments, where culture will be at the heart. The Mayor will integrate culture into major infrastructure and regeneration projects and champion new centres of creative production and consumption of culture. He will continue to advocate for major projects which will benefit London, such as the proposed Centre for Music in the City of London's Culture Mile.

East Bank at Queen Elizabeth Olympic Park

Queen Elizabeth Olympic Park is a truly special place. But the legacy of the 2012 Olympic Games was never just about the Park, intended instead to act as a catalyst for regeneration in the Stratford area and across East London. By 2030 it is estimated there will be 125,000 additional jobs across the original 2012 Host Boroughs.⁶

Upon taking office, the Mayor commissioned a new masterplan and design which makes culture and education integral to the future of the Park, delivering a meaningful legacy for local communities and Londoners. The result is East Bank, the most ambitious new culture and education destination for London and the first development of its kind since the creation of the museums complex in Exhibition Road in 1851.

Set across three sites, East Bank will attract an additional 1.5m visitors to the Park and surrounding area each year.⁷ More than £1.5b will be generated for the local economy and 2,500 jobs will be created. East Bank builds on existing tradition and creative credentials in the area, including the artistic community in Hackney Wick, East London Dance, Theatre Royal Stratford East and Studio Wayne McGregor.

It brings world-class cultural institutions; BBC Music, Sadler's Wells, the V&A in partnership with the Smithsonian Institution, and world-renowned universities; University College London, London College of Fashion and University of the Arts London, to create a brand-new district with culture and education at its heart. The map (Fig. 1) illustrates the new facilities planned for East Bank.

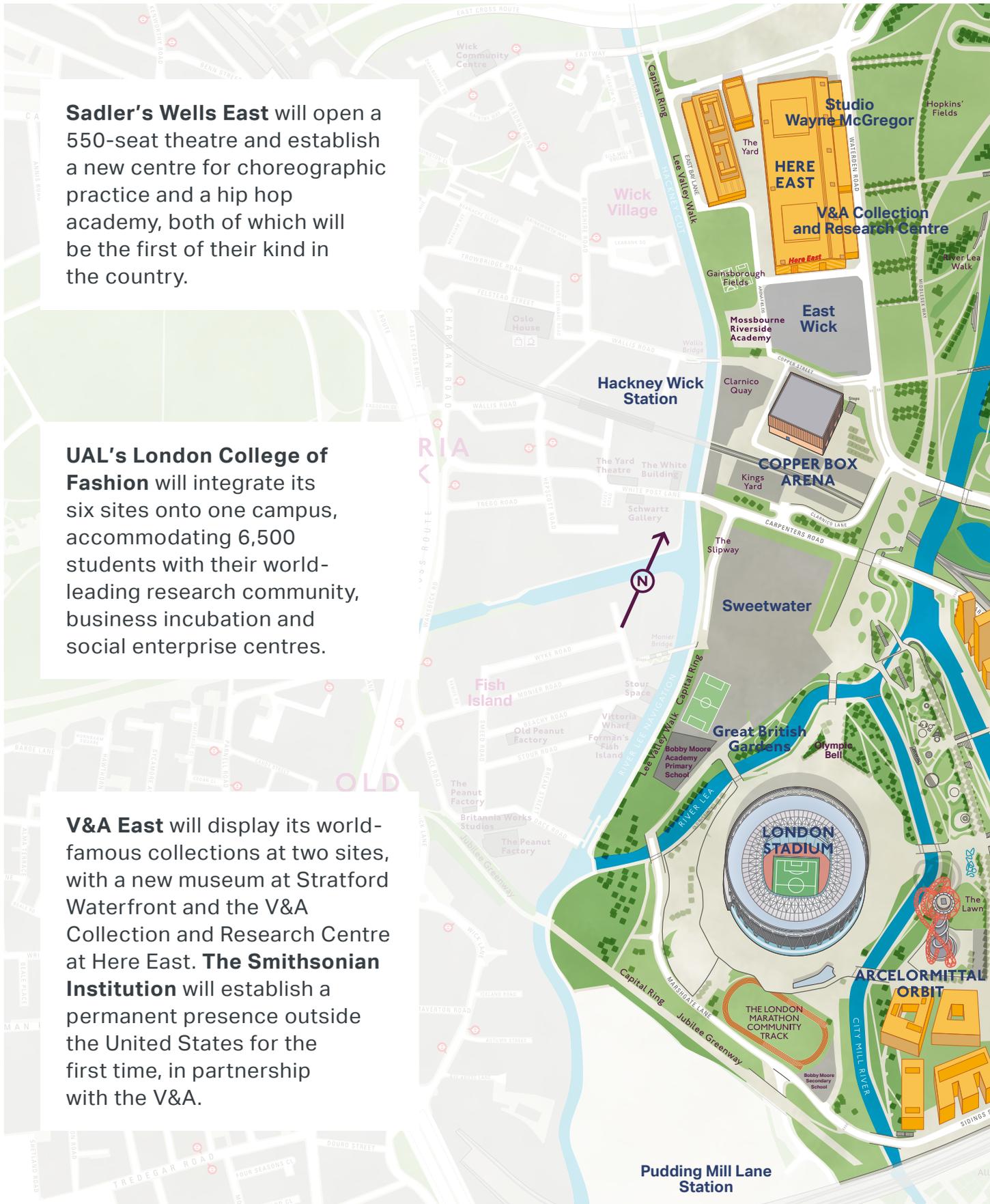
⁶ Host boroughs are Newham, Hackney, Tower Hamlets, Waltham Forest, Greenwich, Barking & Dagenham

⁷ UCL's new campus UCL East, Stratford Waterfront and Hear East



Note: The Nick Veasey x-ray of silk taffeta evening dress by Balenciaga, 1954, is the inspiration for the V&A's new building at East Bank.

Fig. 1

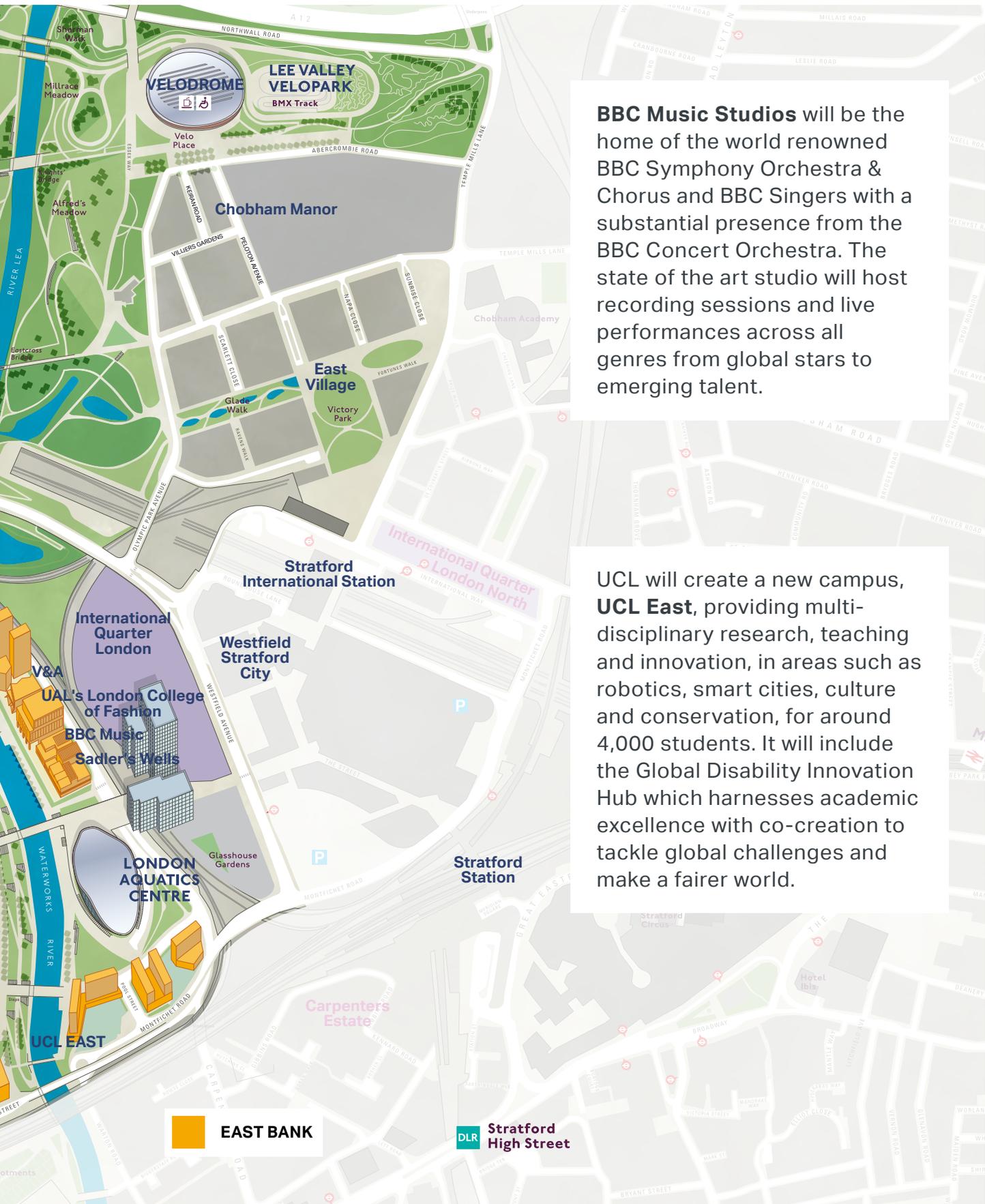


Sadler's Wells East will open a 550-seat theatre and establish a new centre for choreographic practice and a hip hop academy, both of which will be the first of their kind in the country.

UAL's London College of Fashion will integrate its six sites onto one campus, accommodating 6,500 students with their world-leading research community, business incubation and social enterprise centres.

V&A East will display its world-famous collections at two sites, with a new museum at Stratford Waterfront and the V&A Collection and Research Centre at Here East. **The Smithsonian Institution** will establish a permanent presence outside the United States for the first time, in partnership with the V&A.

Puttiding Mill Lane Station



BBC Music Studios will be the home of the world renowned BBC Symphony Orchestra & Chorus and BBC Singers with a substantial presence from the BBC Concert Orchestra. The state of the art studio will host recording sessions and live performances across all genres from global stars to emerging talent.

UCL will create a new campus, **UCL East**, providing multi-disciplinary research, teaching and innovation, in areas such as robotics, smart cities, culture and conservation, for around 4,000 students. It will include the Global Disability Innovation Hub which harnesses academic excellence with co-creation to tackle global challenges and make a fairer world.

Old Oak and Park Royal

The capital's largest regeneration project is in west London. The Old Oak and Park Royal area is transforming, creating more than 25,500 homes, 65,000 jobs and the UK's largest sub-surface station at Old Oak Common station.⁸ Old Oak and Park Royal Development Corporation has published a set of Cultural Principles to help make this a new cultural quarter and a destination in its own right.

There are many opportunities for culture here – from enhancing access to Wormwood Scrubs Park to supporting creative production in Park Royal, London's largest industrial estate. The Mayor will support OPDC to turn their Cultural Principles into a strategy that embeds culture in the area. The district has already received Great Place funding from Arts Council England and Heritage Lottery Fund towards arts, culture and heritage. A culture strategy for the area can create new visitor attractions, give local residents skills development and volunteering opportunities, and create jobs.

The Royal Docks

London's Royal Docks is the biggest water landscape in London and the capital's only designated Enterprise Zone. The area has the potential to accommodate up to 4,000 new homes and 35,000 jobs.⁹ The Mayor and Newham Council are working together to ensure culture and heritage are within its delivery plan.

The Royal Docks will lead the way as a global centre for creative production and innovation. Art, culture and industrial heritage will also be part of the public realm. There will be enhanced cultural infrastructure and more creative workspace. Festivals and events will bring the area to life, boost visitor numbers and tell the story of the Docks, past, present and future.

⁸ GLA (2016) OPDC Vision and Mission

⁹ GLA (2018) Press Release: Green light given to ambitious £300m regeneration plan for Royal Docks

BUILDING THE FACTORIES OF THE FUTURE

London has a proud industrial history. From shipbuilding to electronics, London has always been a city of talent and invention. Over time, industries evolve and adapt. London's creative industries are now world-class and the Mayor has published a vision for a new generation of industrial centres that can make the most of this.

Thames Estuary Production Corridor

Stretching from east London to the coastlines of Essex and Kent, the Thames Estuary has a history of manufacturing. The Mayor, in partnership with the South East Local Enterprise Partnership, developed an ambitious vision to build on this legacy and is making the case for investing in new centres of creative production, with a focus on industrial land. Each state-of-the-art facility will create hundreds of jobs and apprenticeships, training and work experience opportunities for local people in the East End and along the Thames Estuary. Including the cultural hub at the Royal Docks, it will lead global innovation and support the rapid growth of the creative economy.

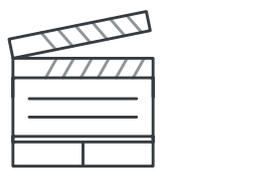
Dagenham East Film Studio

As part of the Thames Estuary Production Corridor, the Mayor and the London Borough of Barking and Dagenham commissioned a study for a brand new film studio at Dagenham East. The findings demonstrated that Dagenham represents a rare chance to build a Hollywood-scale film studio in London – the largest new TV and film studio in the capital in 25 years.¹⁰

A studio of this size would create around 780 full time jobs and generate £35m for the economy each year. Schools and colleges will build strong relationships with the film industry to unlock careers in film and TV for young people. The area has a strong manufacturing history, so with a new film studio Dagenham could go from cars to TV and film content.

£35m

to be generated each year by a new film studio in Dagenham



¹⁰ SQW (2017) Dagenham Film Studio Feasibility Study

Fashion District

East London has a long history in fashion manufacturing – from silk weaving in Spitalfields, to seamstresses and tailors in the East End. Today it is home to over a fifth of London's fashion enterprises. Fashion District is a new hub for London's fashion industry; bringing together education institutions, businesses, designers, manufacturers to become a centre for fashion technology.¹¹

Generating 15,000 new jobs, 2,000 training opportunities and 100 apprenticeships, this new district will attract new investment, grow fashion technology and support over 190 businesses to expand by 2022. Access to low cost space is important for emerging designers and start-up businesses – so

a big part of Fashion District is to create new affordable workspaces ensuring creatives have space to thrive. The Mayor's Good Growth Fund is supporting spaces like Poplar Works, The Trampery at Fish Island and Fashion Enter with an investment of £2.5m yielding over 6000sq metres of new space. The creation of the London Fashion Fund has also been supported by the Mayor, providing early stage and high growth fashion businesses access to finance.

Through the London College of Fashion's £6m grant from the Arts and Humanities Research Council the District will benefit from innovation, support, research and development for fashion business. This initiative builds on the Mayor's plans for East Bank which includes a new campus for London College of Fashion.

¹¹ Fashion District Partnership: University of the Arts London, London College of Fashion, the British Fashion Council, UK Fashion and Textiles, London Legacy Development Committee, Mayor of London, Poplar HARCA, The Trampery, Fashion Enter, Newham College supported by the Boroughs; Hackney, Haringey, Newham, Waltham Forest and Tower Hamlets

TRANSPORT

Transport for London is responsible for a heritage portfolio that includes over 200 listed structures. These range from Underground and Overground stations, to mileposts and street furniture.

Transport for London is also responsible for the 'Station Design Idiom' which conserves the design heritage, such as Harry Beck's Tube map, Charles Holden's stations and Edward Johnson's typeface. Today this also inspires great design in all its new projects.

While our transport system has been a cultural exemplar in many ways, the Victorian Society has identified that cultural places and heritage sites may also be at risk from major transport projects. The Cultural Infrastructure Plan will illustrate the impact new transport projects will have on culture and heritage places and spaces.

The River Thames

The Thames is an iconic waterway, with a deep history entrenched in the development of London from a Roman outpost to a global centre of commerce and trade. The Mayor wants to realise the

full potential of the Thames by animating its bridges, banks and piers, making the full length of the river a major draw. The Deputy Mayor for Transport will lead the newly established Thames and London Waterways Forum. The Mayor, in partnership with the Port of London Authority (PLA), will explore the case for a new cultural vision for the river.

Lighting the Bridges

Culture can be integrated into the city's infrastructure to tackle problems and become attractions in their own right. The Mayor is supporting 'Illuminated River' led by the Rothschild Foundation, a project to light every bridge in central London in beautiful and spectacular ways.

American light artist Leo Villareal and renowned British architects and urban planners Lifschutz Davidson Sandilands will realise this project. This major new attraction for the city also has two practical aims: to fill the riverside pathways at night with light, making them safer and more welcoming, and to use the latest technology to replace existing lighting on the bridges, making them more environmentally sustainable.



DUCEST ROAD

THE SOCIETY FOR THE
PRESERVATION
OF DESTINY

DESIGNING FOR CULTURE

Good architecture and planning can make a real difference between those places that work and age gracefully, and those that become expensive eyesores and failed urban districts. The Mayor has launched Good Growth by Design to harness London's world leading design talent to make the city work for all its citizens.

A new social enterprise, Public Practice, is placing a new generation of planners within local government to help shape places for the public good. The Mayor has also appointed 50 architects, planners, design experts and other built environment professionals as the Mayor's Design Advocates. They are setting ambitious design standards, undertaking rigorous design reviews and investigating the challenges that face London's built environment. To make it as easy as possible for developers to produce pro-culture masterplans, the Mayor will also publish a suite of design guides setting out design principles for creative spaces.

Not all creative facilities are the same. A new dance rehearsal studio may require a sprung floor, while a new live music venue will require specialist acoustic design. The Mayor's new guides for fashion manufacturing, artists' workspace, dance rehearsal studios and live music venues will support local authority planning teams to provide advice to developers and others.

Sound Design

As London's population grows and new homes are built, existing cultural venues may be more liable to residents making complaints, particularly venues that operate at night. Ensuring that venues and homes can coexist is going to be crucial. The Mayor wants every Londoner to be able to get a good night's sleep. But he also wants Londoners to have access to a safe, welcoming and vibrant nightlife which supports successful businesses and jobs.

No local authority or borough police team wants to see the closure of a successful venue, or the imposition of licencing conditions that make the business unviable. The Mayor and his Night Czar will support local authorities, the police and venues to work together effectively, and find innovative ways to resolve problems.

Through the draft London Plan the Mayor will also encourage a principle called 'Agent of Change'. This principle will help cultural venues and residential developments co-exist in a local area. For example, developers building new residential properties will be responsible for ensuring they are adequately soundproofed and designed to reduce sound such as from nearby pubs, clubs, live music venues and other cultural facilities.

Developers can minimise noise through good acoustic design. This may include positioning of bedrooms, soft landscaping and soundproofing. They can work closely with venues to manage noise disruption. They can advertise to new tenants or residents that there is a cultural venue nearby – and they can also enter into a 'deed of easement of noise' with the local authority. This is a legal contract that ensures every tenant or resident signs an agreement not to complain about noise under a pre-agreed level.

PUBLIC ART

Public art can inhabit and add value to any public space – streets, squares, hospitals, train stations, facades, screens, parks and car parks. High quality public art makes our capital a better and brighter city. Public art has evolved beyond freestanding sculpture to take a wide range of forms – from interactive events to architectural interventions, performances, sound, light and sculpture.

Public art can give voice to the complexity of the city, its diversity and how it influences our perception of the world around us; it can make its inhabitants and its history visible. Yet, if we look at London's public art it is mainly statues of men. Building on the success of the Millicent Fawcett statue and the LNDWMN public murals with Tate Collective which highlighted women who contributed to London, the Mayor will encourage greater diversity of representation across public realm and heritage sites. It is pressing to increase the visibility of underrepresented groups, including women and Black, Asian and minority ethnic, LGBT+ and Deaf and disabled individuals.



“I see this work as a ghost of the original, and as a placeholder for those human lives that cannot be reconstructed, that are still searching for sanctuary.”

Michael Rakowitz,
Artist

The Fourth Plinth programme in Trafalgar Square throws new light on London’s most historic square. Through the Fourth Plinth, Londoners become involved in debates about public art as they comment on each proposal. The last shortlist was the most international ever with artists from India, Mexico, Pakistan, the UK and the USA. American artist Michael Rakowitz’s work, *The Invisible Enemy Should Not Exist*, was unveiled in March 2018. It recreates an artefact from the ancient city of Nineveh destroyed by ISIS in 2015. The next commission by Londoner Heather Phillipson will be unveiled in 2020.

Transport for London’s Art on the Underground programme is an important commissioner of public art. London’s tube network is now arguably the world’s biggest gallery with 1.37bn ‘visitors’ in the form of passenger journeys every year.¹² London has a tradition of embedding public art in tube stations and transport infrastructure which continues. The redevelopment of the Tottenham Court Road Station has restored the original Eduardo Paolozzi mosaics alongside a new commission ‘Diamond and Circles’ by French artist Daniel Buren. The Elizabeth line will also include a series of world-class permanent art commissions.

¹² Transport for London (2018) Facts and figures



Street Art Walls

Street murals are a valued part of the public realm and an increasingly visible part of the London landscape. They are very popular with Londoners and visitors. Some of the city's most popular tours are dedicated to or feature street art. Street art has become a valued part of the public realm. When a Banksy artwork was taken from a wall in Wood Green, there was a local outcry, with the council calling for it to be reinstated.

But there are few dedicated wall spaces in the capital where street artists can practise freely and legally. The capital's first bookable open air public gallery opened near Caledonian Road in 2017. Through the Greener City Fund, the Mayor is funding the Leytonstone Art Gardens which will open up a new green space for the community and create Waltham Forest's first bookable street art wall. The Mayor will work with local authorities and wall owners to identify further suitable sites.

Healthy Streets

Most streets in London are dominated by traffic. This has a huge impact on the health of Londoners and the character of the city. The Mayor's Transport Strategy aims for 80 per cent of all journeys in London to be made on foot, by cycle or using public transport by 2041.¹³ The Healthy Streets Approach identifies ten evidence-based indicators of what makes streets attractive and pleasant places to spend time.

The festivals and events programme set out in this strategy will support the Healthy Streets Approach by animating streets across the city. Many Business Improvement Districts are also improving the experience of the high street.

Making it easier for Londoners to request regular street closures can help shift the role of our streets. It can help people see that streets can be used for people – for community events, cultural activities and for spaces where children can play. The Mayor will encourage cultural interventions as part of his Healthy Streets Approach.

¹³ GLA (2017) Mayor of London Transport Strategy

SUPPORTING DIVERSE HERITAGE

Beneath London lie a host of archaeological treasures – like the Roman bath house beneath Number 4 Billingsgate, the first designated protected heritage site in London. Under Fleet Street there is an ossuary and charnel house in the crypts of St Brides Church, and the 1,800-year-old Roman Temple of Mithras is open to the public as the London Mithraeum Bloomberg SPACE, with the reconstructed temple seven metres below the streets of modern London.

Crossrail has shown how culture and heritage can be embedded into infrastructure projects. Over a hundred archaeologists have worked alongside the construction of the Elizabeth line. It is one of the most extensive archaeological digs ever seen in the UK and has unearthed archaeological finds from almost every major period of the capital's history.¹⁴ These findings went on display at the Museum of London Docklands in 2017, and was the museum's most popular exhibition ever.

London's living manifestations of heritage and traditions – sometimes called intangible heritage – are also very important. Many parts of London resonate with distinct communities, such as Chinatown and Little Italy in the West End, and places like Golders Green, Brixton and Southall where community groups have settled over time, or Soho with its long LGBT+ history.

London's heritage offer is extraordinarily varied.¹⁵ The city has four UNESCO heritage sites¹⁶ and a vast array of historic spaces and places that span the centuries – from the Roman amphitheatre beneath the Guildhall to the Grade II listed "Rom" skatepark built in Romford in 1976. Every London borough has its own distinctive local heritage, from palaces to the 200 listed pubs all over the capital.¹⁷

Local Plans have an important role to play in helping the city retain its unique character. The policies in the draft London Plan will set out how local authorities should address heritage, including heritage at risk, character and placemaking in their Local Plans.

¹⁴ Crossrail (2018) Uncovering a Layer Cake of London's History

¹⁵ Historic England (As at February 2018) Listing Data

¹⁶ Visit Britain (2017) London's UNESCO World Heritage Sites

¹⁷ Historic England (2018) Listing Data



The Mayor will support the work of Historic England and Heritage Lottery Fund. For example, by continuing to identify heritage places and spaces at risk in London; and supporting listing and funding applications as previously done with the Royal Vauxhall Tavern and Alexandra Palace.

The pro-culture policies set out in the draft London Plan will help Historic England and developers make sure that new buildings co-exist alongside heritage assets. The Mayor will also ensure that the value of London's architectural and landscape heritage is considered fully as part of the planning process. He will continue to work with London & Partners, the promotional agency for London, to champion heritage as the foundation of much of the capital's unique tourism offer.

A GREENER, CLEANER CITY

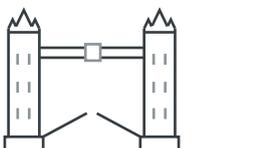
The state of London's environment can have a big impact on the health of Londoners. Mitigating these impacts and reducing inequalities between people who are exposed to poor quality environments are top priorities for the Mayor. Everyone needs to play their part, including the creative and cultural industries.

Go Green

Leadership is crucial. In alignment with the Paris climate agreement, the World Cities Culture Forum is working with Julie's Bicycle, a London-based charity that supports the creative community to act on environmental sustainability, to launch a Leadership Resource for Culture in global cities. The resource will identify good practice to take action on climate change through culture.

£3.2b

is contributed to
London's economy
directly from heritage



“People ask, ‘what can I do to help save the environment?’ In all my time as an activist, I’ve never had a satisfactory answer. Now we know: SWITCH to a Green Energy supplier.”

Dame Vivienne Westwood DBE
Fashion Designer

In line with his ambition to make London a zero-carbon city by 2050,¹⁸ the Mayor endorses the “Switch to Green” campaign led by British Fashion Council and Dame Vivienne Westwood. The campaign calls on the fashion industry to take action by switching their premises to a green energy tariff by 2020. Switch to Green is supported by major designers and retailers including Marks and Spencer, Selfridges and Stella McCartney.

Filming in the capital also has an environmental impact. Film London, the Mayor’s strategic agency for film, is partnering with Good Energy and the film industry, to undertake a pilot to supply renewable energy at 12-unit bases for film & TV productions. Currently, these generators consume 24,000 litres of diesel per week. This scheme could generate 768 tonnes of carbon savings per week.

Film London has also produced an online resource to encourage productions to take practical steps to lower their environmental impact.

Cultural and creative businesses are also eligible to apply for mayoral funds to make cultural venues more energy efficient. These include the Re:fit scheme and the £34m Energy for Londoners programme. The Mayor will promote these funds to encourage cultural buildings to come forward.

Plastic Reduction

In 2016, 11.9m people watched the final episode of BBC's Blue Planet II and saw the devastating impact plastic is having on oceans and marine life. This single episode resonated hugely all over the world, raising awareness about the impact of disposable plastic. As Sir David Attenborough memorably said: "The future of all life now depends on us".

The Mayor believes everyone has a responsibility to take action to phase out single use plastic. This includes cultural venues and organisations. The Horniman and Natural History Museum are among the first cohort of twenty buildings to receive mayoral funding to install brand new drinking water fountains. In partnership with Thames Water, the Mayor is installing a further one hundred fountains across London, reducing the need for single use plastic water bottles. The Mayor also wants cultural institutions to sign up to join Refill London and offer free tap water to the public.¹⁹

The Mayor has brought together cultural institutions from across the city to look at practical steps to phase out disposable plastic – from switching to paper straws to introducing deposit schemes for plastic cups at outdoor festivals.

¹⁹ To join the scheme visit the Refill website www.refill.org.uk

Mayor's Entrepreneur Award for the Creative Industries

London's leading universities can help unlock solutions to environmental challenges. The Mayor wants to find the next generation of biodegradable earplugs, solar powered sound systems, water-free event toilets and pineapple leather shoes.

Supported by The Citi Foundation, the Mayor's Entrepreneur Award invites university students in London to compete for a £20,000 prize fund by creating new products and services that will improve life in the city. Winning submissions will show they contribute to a better environment and sustainable development. Participants are also supported through mentoring and networks to help bring their concepts to market.

In 2019, the Mayor will expand the programme to include three awards focussed on building sustainability in the Environment, Tech, and Creative Industries.

Green Spaces

Londoners love their local parks and green spaces, and the Mayor has made a commitment to help make London the world's first National Park City. At present, about half of London is classified as green or blue open space,²⁰ making London one of the greenest cities in the world in proportion to its size. The Mayor wants London to be more than 50 per cent green by 2050. London's green spaces help shape the cultural identity of an area, are part of the city's unique character and provide a sense of place for local communities.

Green spaces are also part of London's cultural heritage. The yew tree in St. Andrew's Churchyard in Totteridge is estimated to be 2,000 years old, making it the oldest living tree in London.²¹ There are 151 historic landscapes registered on the National Heritage List in London, from the Grade II Parliament Square to Grade II* Victoria Park.²²

The Mayor has committed £12m through his Greener City Fund to help increase tree cover and help improve the quality and accessibility of green spaces for Londoners.

²⁰ GLA London Assembly (2017) Green Spaces Scoping Note

²¹ National Churches Trust (2018)

²² Historic England (2018) The Heritage List

Culture and Good Growth - Policies and Actions

Policy 5: The Mayor will deliver a pro-cultural planning framework and help to safeguard existing cultural facilities.

18	Produce a Cultural Infrastructure Plan to support and safeguard cultural places and spaces.
19	Deliver the Good Growth Fund.
20	Publish the most pro-culture draft London Plan yet - including policies to protect creative and artist workspaces, clubs and pubs.
21	Support culture at risk.
22	Publish and encourage developers, pubs and venues to show their commitment to the LGBT+ community by signing up to the LGBT+ Venues Charter.
23	Ensure the draft London Plan will contain policies to help venues and homes co-exist, like the Agent of Change principle.

Policy 6: The Mayor will support and help to protect creative and artist workspaces, particularly where they are affordable.

24	Deliver Creative Enterprise Zones in at least three locations.
25	Support and secure the provision of long-term affordable creative workspace, including through seed funding and establishing a new Creative Land Trust.

Culture and Good Growth - Policies and Actions (continued)

Policy 7: The Mayor will integrate culture into major infrastructure projects.

26	Launch East Bank, a new culture and education district at Queen Elizabeth Olympic Park.
27	Provide strategic support for the development of culture and heritage strategies for Royal Docks and Old Oak and Park Royal.
28	Establish the case for investment for centres of cultural and creative production along the Thames Estuary.
29	Support the establishment of a new film studio at Dagenham East.
30	Help establish the new Fashion District.
31	Through the Cultural Infrastructure Plan illustrate the impact new transport projects will have on culture/heritage places and spaces.
32	Explore the case for a new cultural vision for the river.
33	Light the central London bridges with an artist-led scheme with the Illuminated River Foundation.

Policy 8: The Mayor will champion high quality design, architecture and public art.

34	Support high quality architecture, sustainable design and public realm through Good Growth by Design and the Mayor's Design Advocates.
35	Publish a suite of design guides to help developers embed culture.
36	Support and encourage more diversity in the public realm.
37	Commission new biennial public art for the Fourth Plinth in Trafalgar Square.
38	Champion Art on the Underground and endorse the commissioning of new artworks for the new Elizabeth line.
39	Pilot new approaches to delivering street art in the capital.

Policy 9: The Mayor will support London's diverse historic environment.

40	Work with Historic England and Heritage Lottery Fund, by continuing to identify heritage places and spaces at risk in London and supporting listing and funding applications.
41	Work through London & Partners to champion heritage as the foundation of much of the capital's unique tourism offer.

Policy 10: The Mayor will work with industry, leaders and experts in culture and sustainability to support a greener and cleaner London environment.

42	Through the World Cities Culture Forum produce a leadership resource tool for cities identifying strategies to take action on climate change through cultural interventions.
43	Advocate for the creative industries to become circular, sustainable and 'go green'.
44	Assess the potential supply of renewable energy at unit bases used by film & TV productions across the capital.
45	Deliver the Mayor's Entrepreneur Award, with a dedicated category for the creative industries.
46	Promote Mayoral funding opportunities that support sustainability and the environment to the culture and heritage sectors, including the Mayor's London Drinking Fountain Fund, Re:fit and Greener City Fund.



Chapter 5: Creative Londoners

The Challenge: Automation will change the shape of tomorrow's workforce. Creative subjects are diminishing in schools. Despite its exponential growth, the creative workforce is far from representative of London's population. A lack of diversity means a narrowing of talent to fuel creative industries.

Our Objectives: To support London's young creatives with more opportunities to develop their talent and skills. To work with culture and creative businesses to level the playing field for diverse talent to enter the creative industries. To improve and extend training opportunities, particularly to Londoners from diverse backgrounds.

THE FUTURE IS CREATIVE

A decade ago, few people had heard of an app, let alone an app developer. Only the savviest of marketing departments were starting to weigh up the benefits of recruiting social media managers and the idea of earning money by creating videos for YouTube was met with scepticism. Today, the Fourth Industrial Revolution is well underway. An estimated 65 per cent of children entering primary school today will end up in a job that does not currently exist.¹ Technological advances from artificial intelligence to robotics are powering a new wave of automation. Machines are matching humans in a range of tasks. Up to 30 per cent of jobs in London are at risk of automation over the next twenty years.²

The shape of tomorrow's workforce will be very different – but not necessarily in every industry or occupation. Cultural and creative jobs look set to weather the storm of automation, with 87 per cent of highly creative occupations thought to be at low risk.³

¹ World Economic Forum (2016) Human Capital Outlook - ASEAN

² Deloitte, Frey, C. B., & Osborne, M. (2015) From brawn to brains: The impact of technology on jobs in the UK

³ NESTA, Bakshi, H., & Fred, C. B. (2015) Creativity v Robots: The creative economy and the future of employment

⁴ Cultural Learning Alliance (2011) ImagineNation: The Case for Cultural Learning

Creativity will separate us from robots, so we need to start planning for creative skills in the same way we currently plan for infrastructure. And we need to nurture the right confidence, literacies and range of experiences so that people can engage in this next stage of the technological revolution. This must start the moment a London child begins school. Children should have the opportunity to engage with many art forms at school: to learn how to play musical instruments, read a variety of books, write creatively, sing, paint and dance. Culture in schools helps young people from different backgrounds work and socialise together. It develops our future creative talent pipeline, but the impacts go further. The Cultural Learning Alliance has used large-scale studies to demonstrate that learning through arts and culture improves attainment in all subjects, with music boosting academic performance and theatre education improving reading and writing.⁴

“Creative jobs are the ones least likely to be done by robots in the future. Why? Because you can’t automate the imagination.”

Justine Simons OBE
Deputy Mayor for Culture and Creative Industries

The Mayor believes that the arts have been downgraded in schools in response to growing pressures on school budgets, changes in how schools are rated in league tables and difficulties in teacher recruitment and retention. Government must consider the needs of the future creative economy as well as the positive impact of engaging with arts at school. It must reprioritise arts and creative subjects in the curriculum as a matter of urgency. Many teachers recognise how important the arts are and are taking matters into their own hands - like London teacher Andria Zafirakou, who is using her £1m Varkey Foundation Global Teacher Award to bring artists and the arts back into schools across London. However, we should not rely on teachers to plug the gaps for Government.

In addition to London Borough of Culture and Creative Enterprise Zones, a number of Mayoral initiatives extend creative learning. The Mayor wants culture embedded across the curriculum and supports culture in and out of schools to develop young talent - from budding musicians to young artists.

London Curriculum

The London Curriculum uses the city itself to bring lessons to life, with free teaching resources covering arts and sciences for Key Stages 2 and 3.⁵ Teachers in more than 60 per cent of London's secondary schools and more than 300 primary schools have accessed these resources for use in the classroom.

⁵ The London Curriculum aims to support the National Curriculum and helps bring subjects to life through the lens of London, but it is not mandatory for schools to deliver

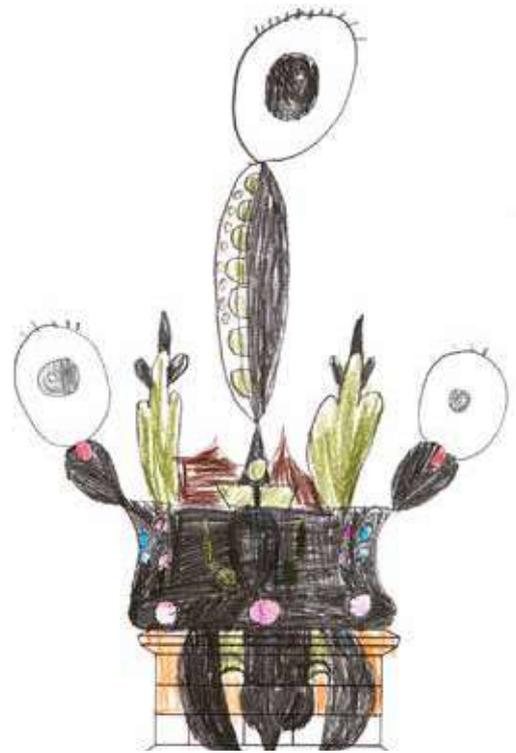
It is backed by over 80 cultural organisations, from Sadler's Wells to the National Portrait Gallery and the National Theatre, which offers schools behind the scenes tours from its Sherling High Level Walkway. The Museum of London is an expert adviser and champion of the programme – involved from the very start. The museum has written the Key Stage 3 history units and ensures that content in all teaching resources is historically accurate.⁶

The London College of Fashion has developed a new Fashion Unit for the London Curriculum to promote the wide range of careers in the fashion industry to schools and youth projects. Furthering this, the Mayor created five new Family Explorer Trails, giving parents and carers resources to find out more about London with their kids and have fun. With research suggesting career aspirations can become fixed during primary school,

in 2018, the trails will spotlight London professionals and jobs for 7-11 year-olds, providing participants and their families real-life knowledge of the world of work – including creative and digital in Old Street.

The Mayor's Culture and Education teams hosted the first ever London History Schools Day in 2017. This was delivered in partnership with the Museum of London and Historic England who lead the London History Schools Day Campaign. The first event was a success with over 2,000 downloads of the teachers resource packs. In 2018 the second London History Schools Day was on the theme of 'courage', reflecting the Mayor's campaign to commemorate the centenary of the Representation of the People Act, which gave women the right to vote, #BehindEveryGreatCity.

⁶ GLA (2018) London Curriculum

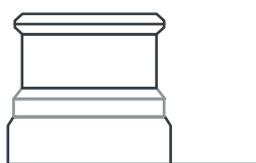


Fourth Plinth Schools Awards

The Fourth Plinth sculptures are the source of much debate. Thousands of London's primary and secondary schoolchildren create artworks inspired by them for the annual Fourth Plinth Schools Awards. There were 3,840 entries from 5,000 pupils in 2018, an increase of 13 per cent on the previous year, with submissions from every London borough. Entries have included artistic renditions of the planet, pizza, pigeons and pollution. Complex subjects are treated with warmth and humour, showing us what it means to be a young person in London today. A gallery of this year's entries can be found online⁷ along with a Fourth Plinth Schools Awards Teachers' Resource Pack that can be used as inspiration for teachers to engage their class.

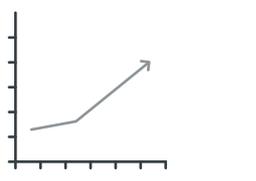
3,840

students took part



13%

increase of participants on previous years



⁷ Fourth Plinth Schools Award Gallery (2018)

£300k

annual fund to
develop young
musicians' potential



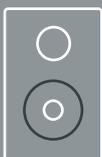
4 year

scholarships
and opportunities
for young musicians



9,000

aspiring young
musicians helped
in the last 5 years



The London Music Fund

London's musical talent is among the best in the world. The Mayor wants to help the capital's young musicians to practise their talent and progress. Many talented young people cannot afford to train and without support, we will fail to nurture the musicians of the future. With an annual fund of around £300,000, the London Music Fund helps thousands of young people develop their musical potential – in the past five years, the Fund has worked with almost 9,000 aspiring young musicians.⁸ The Mayor is Patron and has provided £175,000 to support young musicians, who otherwise could not afford to participate, in every London borough. The Fund provides four-year scholarships and opportunities for young musicians to learn from, and perform alongside, professionals. Over 65 per cent of the young people supported come from BAME backgrounds.⁹

Busk in London

A busking musician animates the public realm and brings live music to the streets of London. For young musicians, busking is a chance to perform in front of an audience, often for the first time. It helps them build confidence, learn how to connect with audiences and test new material. In the age of social media, busking can help young musicians promote themselves and build a fan base. Through Busk in London, the Mayor aims to protect public and private spaces for busking. City Hall has established a Buskers' Code to ensure good practice and will work with private landowners to create more opportunities for musicians to perform. Busking on the tube can have a calming and positive effect on commuters and Transport for London supports high quality busking and music on the London Underground.

During the summer, the public realm becomes the backdrop to a citywide busking competition. From St. Paul's to Battersea Power Station, aspiring musicians compete to become London busker of the year. This talent competition helps the next generation of musicians to get out there and be heard. Previous participants have been talent-spotted, offered places on tours and have even landed themselves recording contracts.

FROM CARPENTERS TO CATERERS

Creative careers are one of the fastest growing parts of the jobs market. But many people perceive these jobs as overly competitive, unstable and low paying. Parents understandably want security for their children and may steer them away from the industry in search of more 'reliable' options. But as young people put their creative talents to the side as hobbies and pastimes, there are many satisfying and secure creative jobs out there.



Creative Londoners are not just on our stages, screens or billboards. Take the film and TV industry, where nearly 40 per cent of the jobs are 'behind the scenes'.¹⁰ It is important to shine a light on the full range of creative jobs; like carpenters building elaborate theatre sets; electricians taking charge of complex cabling on film locations; accountants who make sure creative enterprises run on budget and local authority officers specialising in protecting local heritage.

Careers Advice and Guidance

Londoners need high quality work experience, impartial information, advice and guidance to make the best decisions about their careers. This includes not only young people as they match their talent and passions to job prospects, but also adults considering a career change or adapting to a new world of work.

The Mayor's London Ambitions programme brings education and industry closer together, to provide people with the information, knowledge and skills they need to succeed. The Mayor has published an all-ages career action plan setting out his vision for careers services in London, what City Hall will do to help achieve this vision and his calls on employers, schools and colleges.

Hearing directly from creative leaders and artists can be an enormous inspiration to young people. The London Enterprise Adviser Network brings senior industry leaders directly in contact with schools and teachers to build career plans for their students. In 2018, the Mayor funded the expansion of the Network to offer every London secondary school and college the opportunity to be matched with a senior volunteer by August 2020. More creative business leaders are needed as Enterprise Advisers – particularly women and those from a BAME background. This way more children discover first-hand the array of exciting creative careers on offer.

The fashion industry is an example of a field full of careers such as, designers, pattern cutters, studio assistants, buyers for big retailers, photographers and fashion technologists. The Mayor supports the British Fashion Council to enable more young people to pursue a fashion career. They have joined forces with the Saturday Club Trust to run Fashion and Business Saturday Clubs. Young people aged 14 to 16 are getting the opportunity to study fashion and business at their local college for free.

¹⁰ Office for National Statistics (2017) Breakdowns of the Creative Economy in London

Getting the Right Skills

To be successful, Londoners must have the skills that the creative industries need. This includes technical skills like coding for visual effects or drafting skills for architecture. It also means soft skills, like time management, communication, team work and problem-solving. London needs a new approach to the entire skills system, from what it offers to how it delivers. Skills for Londoners is the first post-16 skills and adult education strategy produced by a London Mayor. It sets out the challenges, priorities and actions required to make the London skills system the envy of the world, including the Mayor's commissioning approach for the devolved Adult Education Budget.¹¹

The creative industries are a core area within the Skills for Londoners Strategy. The Mayor will work with industry leaders from the screen industries to develop a screen talent and diversity action plan.

Industry insight is integral to shape a finely tuned and adaptable skills system. The Mayor's Skills for Londoners Business Partnership, comprised of industry leaders, advises on skills gaps and shortages, and provides a steer on how to improve access to skilled, international talent following the UK's departure from the EU. Additionally, the Mayor will create a London Skills and Employment Knowledge Hub, an online platform to make the skills system more responsive to industry need.¹²

The Mayor's Digital Talent Programme is investing £7m to help 16 to 24 year-olds, particularly young women and Londoners from diverse and disadvantaged backgrounds, get the right skills to fill digital, creative and technology occupations.

¹¹ The Adult Education Budget will be devolved to the Mayor in 2019/2020

¹² GLA (2018) Mayor of London Skills for Londoners Strategy

Creative Digital Careers is one of the Mayor's Career Clusters. Led by New City College, it focuses on creative and digital industries within the East London Growth Boroughs.¹³ More than 70 employers have engaged with schools through the cluster, including the BBC, ITN, Photobox and the Barbican. Initiatives with schools have included creative networking events and music therapy, ethical hacking and exploring emerging technologies. The Mayor will build on the success of the Careers Cluster with a new programme to start delivery in 2020.

Many creative roles can be well served through apprenticeship training, opening up paid pathways into creative employment. There are some great examples, like the Fashion Studio Apprenticeship which creates a pathway into luxury fashion, developed by the British Fashion Council in partnership with industry. But creative businesses can find delivering quality apprenticeships challenging. Being small, lacking formal HR functions and ensuring there is project work for the length of the placement can all be blocks to offering workplace based training.

The Mayor is funding a £1.3m pilot programme for new apprenticeship opportunities in London's priority industries. Employers of all sizes will be supported to unlock funding, find the right providers, and take on new apprentices. Proposals will be encouraged from London's creative and digital industries. The Mayor calls for further devolution of funding for apprenticeship training, so he can collaborate with industry and create a better offer.

To get the right skills, Londoners must be learning at centres of excellence. The Mayor wants the capital's Further Education premises to meet the aspirations of his plans for skills provision in the city. Through his £110m Skills for Londoners Capital Fund, the Mayor will help further education colleges and private providers modernise their campuses and facilities. He has already invested £5m in Barking & Dagenham College for a new Centre for Advanced Technologies to support creative digital learning.

¹³ Newham, Tower Hamlets, Hackney, Greenwich, Waltham Forest and Barking & Dagenham

ENSURING EQUAL CHANCES FOR ALL

Right now, many more creative workers tend to come from advantaged backgrounds, which means that one of their parents had a high-level job, often with a high salary.¹⁴ People from these backgrounds likely benefit from financial security and have access to valuable contacts and networks. These networks cannot be underestimated, as 70 per cent of jobs are secured through networks rather than formal recruitment¹⁵ – Londoners without access to such contacts are hugely disadvantaged.

Other barriers include too few opportunities to develop talent early in life, a lack of diverse role models, poor perceptions of the viability of a career in the arts, low paid and unpaid work, lack of transparency in recruitment, biased promotion practices and replication of gender, age, diversity and socioeconomic disparities at the top.

But London could lead the creativity revolution. Greater gender diversity on senior executive teams boosts performance,¹⁶ while the most ethnically diverse companies are likely to have better than average financial returns.¹⁷ The fact of the matter is London needs more working-class talent producing and performing, more BAME talent writing and film making, more Deaf and disabled artists leading cultural activity and more women games programmers.

Creative Industries, Skills and Enterprise Programme

The Mayor is investing in the development of pathways for local people into his Creative Enterprise Zones. The scheme will ensure that the zones open up job opportunities for local people, with a focus on those from a BAME background. People will be supported into training, education and employment – driven by opportunities in the zones - by bringing together training providers and creative businesses.

¹⁴ LSE Research Online; Oakley, K; Laurison, D; O'Brien, D; Freidman, S; (Cultural Capital: Arts graduates, spatial inequality, and London's impact on cultural labour markets) 2017

¹⁵ PayScale (2017) How Many Jobs are Found Through Networking, Really?

¹⁶ Creative Industries Federation (2015) Creative Diversity Report

¹⁷ McKinsey (2015) Diversity Matters

As part of London Borough of Culture, the Mayor wants to ensure young Londoners with creative talent and entrepreneurial flair have the chance to develop creative careers and businesses. The Agency and Battersea Arts Centre, in partnership with London Borough of Culture, will deliver an innovative creative entrepreneurship programme, working with young people from diverse backgrounds to set up new business supported by mentoring and investment.

Creativity Works

The Mayor's Fund for London is the Mayor's charity to improve social mobility for people from low-income backgrounds. Creativity Works is a core project which delivers an industry immersion training programme. Young people aged 18-24 get access to mentoring, accreditation in arts project management, work experience, live briefs and masterclasses. In 2018, 15 young Londoners took on a four-week intensive course in set design and builds for festivals, theatre and events. Culminating in building structures for an interactive event at the Walthamstow Garden Party, the participants received a further 6 weeks of support to move into work or training.

Leading by example

The Mayor is leading the way on diversity and inclusion in the workplace. At City Hall, he has delivered audits for gender and ethnicity pay gaps across his staff. He launched Our Time, which takes aim at gender inequality in the workplace and breaks down the social and cultural barriers that prevent women from reaching the top.

The Mayor has set a target of achieving equal gender balance on all his boards, including his Cultural Leadership Board, and wants them to be more representative of London's diverse population. He is including diverse young Londoners in the projects, programmes and policies set by City Hall through his Peer Outreach Team. Cultural organisations should follow suit, and consider including young people in their governance and decision-making processes.

Supporting strong leaders from industry is key to unlocking more diversity in the sector. Backing Sir Lenny Henry's campaign, the Mayor has called on Ofcom to adopt new measures to increase diversity in broadcasting. The British Fashion Council appointed Adwoa Aboah as their Positive Fashion Ambassador for Model Health and Diversity, who will help lead the charge on change and use fashion as a positive platform to inspire future generations.¹⁸

Turning the dial on diversity

There is huge industry appetite to make the creative industries diverse and inclusive. And there are brilliant pockets of best practice and leadership. But more must be done to truly turn the dial on this issue, before the city loses out on great talent. Outreach and attracting more diverse audiences is only part of the equation. The industry must become more inclusive itself, reflecting London's population.

For example, unlawful unpaid internships must be eradicated from the industry. The Citizens UK Good Jobs campaign suggests internships or work experience longer than 4 weeks should be paid at least the relevant National Minimum Wage rate for the person's age range and lead to a job paid at least the Living Wage.

The Mayor has shown leadership by publishing the first ever public sector ethnicity pay gap and action plan. He will work with BAME leaders and businesses to champion diversity and create a step change which ensures that diverse talent can succeed in the cultural and creative industries.

¹⁸ British Fashion Council (2018) Positive Fashion



“We live in a world where matters of race and ethnicity are down played in order to fulfil the more abstract ‘creative diversity’. We all know that ‘if you can’t see it, you can’t be it.”

Sir Lenny Henry CBE

Actor and Comedian referencing
Marian Wright Edelman

Good Work Standard

Most businesses want to be good employers but need support and guidance. The Mayor’s Good Work Standard aims to motivate creative businesses to become the best employers possible. To achieve this exemplar, businesses will demonstrate they offer fair pay, excellent working conditions, promote diversity and inclusion, work-life balance, health and wellbeing, provide opportunities for professional development and give employees a voice. The Good Work Standard will create both a London Benchmark for employers to work towards and achieve, but also a platform to bring together organisations and initiatives offering support to employers across London. The Mayor will work with leading London employers who can champion these best employment practices, to help other employers reach and accomplish the Good Work Standard.

Equal Access Network

In a fast paced, project to project industry like film and TV, decisions are quick and talent must be tried and tested. The result can often be hiring people from the same talent pool time and again. Productions miss opportunities to find fresh, exciting and diverse talent. The Mayor and Film London are delivering the Equal Access Network, working with employers like HBO, Studio Canal and Universal, who want to address this issue and increase the diversity of their production teams. The Network engages with training providers, charities and foundations from across London to link these employers to a deeper and more diverse talent pool. In turn, the Network helps people get into and return to the film and TV industry, particularly focussing on people from underrepresented backgrounds.

Over the next two years, the Mayor's funding will lead 180 people from diverse backgrounds into jobs across film, TV, VFX and animation. Participants will not only be those getting their first break, but also people returning to work, for example after taking time out to raise family or recovering from long-term illness.

It will take an industry-wide effort to make a real change to the diversity of the creative workforce. The Mayor has made the creative industries a priority sector for skills and training and now industry leaders must come together to develop, shape and implement their own skills plans, building on their existing programmes and the range of projects and programmes set out in this chapter.

Creative Londoners - Policies and Actions

Policy 11: The Mayor will support culture in and out of schools to develop young talent.

47	Deliver the London Curriculum with a strong emphasis on culture and heritage. This includes Family Explorer Trails, which open up London with free, area-based walks providing access to the city's cultural assets.
48	Deliver the annual Fourth Plinth School Awards.
49	Support young musicians through the London Music Fund.
50	Support Busk in London and a competition for aspiring musicians.

Policy 12: The Mayor will help more Londoners get employment in the creative industries.

51	Improve careers guidance and opportunities for creative careers through London Ambitions and the Mayor's Enterprise Adviser Network.
52	Make the creative industries a priority sector in the Skills for Londoners Strategy.
53	Work with industry leaders, starting with the screen industries to develop a screen talent and diversity action plan.
54	Increase digital skills for the creative industries through the Digital Talent Scheme, especially for young women and Londoners from diverse and disadvantaged backgrounds.
55	Deliver the Creative Digital Careers Cluster and develop a new Career Cluster funding programme.
56	Fund job and training placement initiatives within the fashion industries.
57	Fund a new pilot programme to support the creation of high-quality apprenticeships.
58	Through the Skills for Londoners Capital Fund, invest in Further Education facilities including creative and digital.

Policy 13: The Mayor will help to increase diversity within the creative workforce.

59	Deliver an employment programme for the Creative Enterprise Zones to support diverse talent into the creative workforce.
60	Fund a Creative Entrepreneurs Programme to help develop the next generation of creative businesses.
61	Promote the Mayor's Fund for London's Creativity Works Programme.
62	Lead by example, promoting best practice for providing inclusive and diverse workplaces through schemes like Our Time.
63	Work with industry to champion and advocate business practices that create more diversity.
64	Support creative businesses to take up the Good Work Standard.
65	Fund the expansion of the Equal Access Network.



Chapter 6: World City

Impact of the Creative Industries in London

London is one of the world's great creative cities.



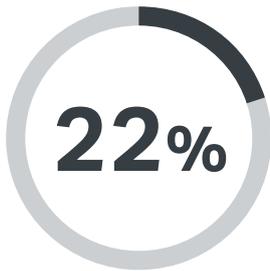
£47b

generated by London's creative industries per annum



1 in 6

jobs in London are in the creative economy



22%

Creative Workers are 22% more productive than the average worker



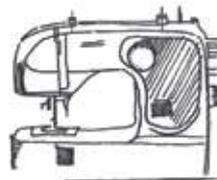
31.9m

visitors welcomed to London in 2017



3rd

largest film industry in the world



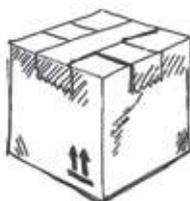
£100m

generated by Fashion Weeks in sales



105,000

international students attracted to London a year



£25m

new orders each year due to London Design Festival



84%

increase in exports of UK creative services since 2010



£3b

value of the UK's music industry per year

The Challenge: Brexit risks having a negative impact on London's reputation, discouraging overseas talent and inward investment. Domestic funding is being directed out of London. Other cities in the UK and abroad are developing competitive incentives.

Our Objectives: To present an open, welcoming and inclusive face to the world. To lobby for flexible migration. To encourage international talent and investment. To promote the capital's cultural offer. To support the creative industries.

LONDON IS OPEN

The Mayor wants to preserve and enhance London's global competitiveness on all fronts so that people and businesses from around the world continue to choose London. London & Partners' research within key international markets shows that tourists travel repeatedly to London for culture than for any other reason.¹ An attractive offer also helps us retain creative talent from all over the world. London's creative workers are among the most productive in the country. The city's creative businesses attract a high amount of direct foreign investment by number of projects, more than advanced engineering, biotechnology and pharmaceuticals.² The creative industries are one of the fastest growing parts of the economy, contributing £47bn per annum to London's economy, and the creative economy accounts for one in six jobs.³

¹ London & Partners (2017) A Tourism Vision for London

² Department for International Trade (2017) Inward Investment Results 2016-17

³ London & Partners (2017) A Tourism Vision for London

“There is nothing quite like London’s West End in the Summer. Theatreland really comes alive and the atmosphere in the theatre each evening is electric. I love the energy of a London audience; it’s so unique and can’t be beaten.”

Miranda Hart
Actor

Following the EU referendum in 2016, the Mayor launched #LondonisOpen – a major campaign to show that London is open for business, visitors, investment and open to the world. Visual artists created works which were displayed in every tube station, and cultural organisations including theatres, music venues and cinemas joined the Mayor to support #Londonisopen. In 2018, the Mayor relaunched the campaign to showcase the European Londoners who contribute to London being the best city in the world.

Many global cities now face a threat from terrorism, and there have been attacks in London and many other parts of the world – Barcelona, Paris, Istanbul, Baghdad, Brussels, Cairo, Tehran, and Manchester to name only a few. The Mayor stands with Londoners in solidarity against terrorist attacks. He will continue to send a message here and around the world that London is resilient, that this city will never be cowed by terrorism or hate, and that the capital will always remain welcoming and open. The Mayor will continue to work with community and cultural organisations to promote London as an open and welcoming city.

Brexit

Nearly half of the UK's creative service export is to the European Union⁴ and one third of London's creative jobs are filled by international talent.⁵ During the EU referendum campaign, the Mayor argued strongly for the UK to remain in the European Union. He believes that the UK must prioritise protecting jobs and economic growth. Retaining membership in the Single Market and Customs Union, with qualified freedom of movement is the best way to protect economic prosperity in London maintaining the access to talent which is vital to economic success.

The future status of EU nationals in the UK is a part of the Withdrawal Agreement. Any process for confirming their status needs to be simple and comprehensive. The Mayor will help EU nationals in London and businesses, affected by Brexit, to have access to the information and advice they need. He believes the UK's long-term position should continue to be in support of EU nationals living and working in the UK.

The Mayor commissioned an independent report in 2018 which demonstrated that the creative industries in London could lose £1bn of anticipated growth until 2030 in the event of a no-deal Brexit.⁶ The Mayor's Brexit Advisory Panel includes representation from the creative industries to provide insights into its needs and priorities. London & Partners is working to reassure international investors and firms that London remains open for business and talent.

Valuing International Talent

International talent is central to London's success. International Londoners bring wider contexts, new cultural references and innovative ways of thinking that enhance the skills of their UK colleagues. A common route for international talent to come to the capital is through London's leading higher education institutions, with creative art and design as one of the three most popular subjects studied.⁷ The Royal Academy of Art and Central St Martins are the number one schools in the world for art and fashion design respectively.

⁴ Creative Industries Federation (2016) Brexit Report

⁵ Office for National Statistics (2017) Breakdowns of the Creative Economy in London

⁶ Cambridge Econometrics (2018) Preparing for Brexit: Clarity from complexity

⁷ London Higher (2017) The Creative Capital

1/3

of the creative workforce in London is international



55%

increase in the number of creative jobs held by workers from European Economic Area between 2012 and 2016⁸



London attracts over 105,000 international students each year, and with thousands of art and design students graduating annually, the city is flowing with brilliant and bold energy.⁹ These young, inspiring and talented individuals are the oil in the capital's creative engine. It is important that London continues to be viewed by all as open and welcoming.

The UK needs to adopt a positive and proactive position – one that welcomes international students and provides clear routes into employment after graduation. The Mayor advocates for the removal of international students from the annual net migration target as a matter of urgency. He also wants Government to recognise the quality and expertise of London's leading creative higher education institutions, for example by including more of them in its streamlined visa service for international Masters Students.¹⁰

The immigration system needs to be fit for purpose and reflect 21st century ways of working. This must include flexibility for talented freelancers and entrepreneurs to come and work at short notice and on a short-term basis.

⁸ GLA Economics (2017) London's creative industries

⁹ Bop Consulting (2018) World Cities Culture Report

¹⁰ GOV.UK (2017) Twenty three universities join student visa pilot

The Mayor works with the creative industries to champion their needs to Government. He will continue to advocate for the rights of EU nationals and a future immigration system for EU and non-EEA nationals that supports London's creative economy.

THE CREATIVE INDUSTRIES

Twenty years ago, London was a fashion outsider, not a serious rival to the powerhouses of Paris, Milan and New York. Filming on location in the capital was notoriously difficult due to complex permit systems, and London's history of design and music excellence was largely uncelebrated. Today, partly because of sustained investment in the creative industries by City Hall, London is firmly established as one of the world's most significant hubs for creative industries.

London is now a top four fashion capital; home to global brands like Burberry, Vivienne Westwood and Anya Hindmarch. London Fashion Week generates £100m in sales, and the capital is at the leading edge of innovation with rising fashion entrepreneurs in the fields of e-commerce and wearable tech.¹¹

London is also the third largest film industry in the world. In 2016, investment in UK film, TV, animation and video games production reached £7.9bn, the highest on record, making it the second biggest growth sector of the economy.¹² Each day the capital's film studios are filled with major productions like Star Wars, Fantastic Beasts and Where to Find Them and Isle of Dogs. Overseas productions are lured here not just by fiscal incentives, but by the city's critical mass of Oscar-winning visual effects and post production facilities. Every year, film stars and directors flock to the capital for the London Film Festival.

The global games industry is worth over £100bn per annum and an expected 2.2bn people are now playing games all over the world. The UK is the 5th largest video games market in terms of consumer revenues. UK games sales in 2017 generated a record £3.35bn, increasing 9.6 per cent on the previous year and almost equalling that of home music and video sales combined.¹³ There are more games companies in London than anywhere else in the UK.

¹¹ British Fashion Council, 2017

¹² BFI (2018) Film, high-end television and animation programmes production in the UK: full-year 2017

¹³ UKIE (2017) UK video games fact sheet



London and the UK are Europe's leading international hub for broadcasting and media. Around 1,400 channels are based here, representing more than a third of all EU broadcasters.¹⁴ The UK is also a significant exporter of both television and formats. For example, *Strictly Come*

Dancing has now been adapted for over 50 different territories across the world.¹⁵ These are just a few examples, alongside London's other important creative specialisms, such as its role as a major art market worth £9bn per annum.¹⁶

¹⁴ The British Art Market Federation (2014)

¹⁵ BBC News (2017) How to turn a hit TV show into an international success

¹⁶ The British Art Market Federation (2014)



Investment and trade

The Mayor recognises the importance of supporting London's creative industries to drive a high level of return on investment and reputational gains. The Mayor will support creative production and export through a range of activities, including funding British Fashion Council,

Film London, Games London, and the London Design Festival to deliver key promotional and trade events including the London fashion showcases, film, games and design festivals. This will aim to deliver £1bn in new inward investment into film and television, £100m of new fashion sales and £25m in new orders at the London Design Festival each year.

“I’m always proud to come home to London to tell my stories - for its locations, talent, skilled crews and post-production facilities, London is one the best cities in the world to work as a filmmaker.”

Amma Asante MBE

BAFTA award-winning director

The Mayor will grow the London Games Festival to attract more investment into esports and to encourage more live esports events in the capital. London has the finance, talent, networks and geographical location to be a centre for the games industry but will need to compete internationally with countries like South Korea, which have a longer history in games development. The Mayor will fund Games London to deliver £30m of new investment into games through the Games Production Finance Market and the London Games Festival.¹⁷

International Promotion and Business Support

In addition to significant export to the European Union, the creative service industries are undergoing a rapid increase in export globally. Exports of UK creative services increased by 84 per cent since 2010. The value of goods exports from the creative industries totalled over £13b in 2016.¹⁸

The Mayor promotes London’s creative industries internationally and he helps emerging creative businesses. Indielab has helped small and micro TV companies achieve new exports and protect business plans to diversify their income streams. The Film Production Finance Market gets new film productions off the ground;

¹⁷ London Games Festival (2018)

¹⁸ Department for Digital, Culture, media and Sport (2018) DCMS Sectors Economic Estimates 2017: Trade

The Games Finance Market does the same for games and includes a boot camp for games companies. The Fashion Showcasing Fund gives emerging fashion businesses a chance to showcase at London Fashion Week.

The Mayor's International Business Programme, run by London & Partners, provides mentoring, expert advice and international business opportunities for London's high-growth companies. The Mayor wants more creative businesses to engage with these activities. He will work through London & Partners to broker these new relationships with creative entrepreneurs and businesses to showcase the best of London's creativity. The London Growth Hub will continue to offer businesses digital resources, from search tools for workspace, to advice on preparing for Brexit.

£30m

investment into games through
London Games Festival



CULTURAL TOURISM

With a record breaking 31.9m visitors in 2017, London is one of the most visited places in the world.¹⁹ Culture plays a huge role in attracting international audiences, while major events position the city as open, welcoming and diverse.

Keeping the offer fresh and exciting is crucial and global events can help achieve this aim. The Mayor will continue to bid for major sporting events and world-class international cultural festivals and events, such as EURO 2020.

While the majority of visitors book their stay within Zone 1, where 17 of London's top 20 attractions are located, culture is a key driver for both first time and repeat visitors to disperse across London.²⁰ Almost three-quarters of visitors venture outside Zone 1, with 3 in 10 doing so to see local attractions, landmarks or historical sites.²¹ The Mayor has worked with London & Partners to create London Area Guides to promote the cultural offer of both inner and outer London areas like Crystal Palace, Richmond, Greenwich and Tooting, on VisitLondon.com.

¹⁹ Visit Britain (2016) Snapshot

²⁰ London & Partners (2017) A Tourism Vision for London

²¹ Ibid



Many visitors want to live like a local and discover the hidden gems. There are many places and spaces where visitors can experience an 'authentic' offer, like the city's 197 festivals, 1,052 live music venues or 280 markets.²² That's why the Mayor supports Time Out's annual Love London Awards with thousands of Londoners nominating their favourite local culture spots, cinemas, music venues, LGBT+ hangouts and more. The Mayor will work with London & Partners to promote the city's diverse and world-leading cultural offer, including 'off peak' seasons and activities around the clock.

London also features as the backdrop to broadcast coverage created around events which has an impact on perceptions of the city. London & Partners will continue to work with the Mayor's Office and rights' owners to weave the city into the narrative that surrounds our world-class festivals and events.

LONDON IS OPEN AT NIGHT

London at night encompasses culture, entertainment, retail activities and blue light services. Evening and night time is when most Londoners socialise and relax with friends and family. With over 65 per cent of Londoners regularly active at night, doing a wide range of activities, a healthy 24-hour city is vital to Londoners' wellbeing.²³

There are 1.6m Londoners working evenings and nights. That is a third of the capital's workforce, including 168,000 creative workers such as actors and dancers, musicians and comedians, crew and technicians, DJs and club promoters. However, working at night can often mean low pay as more than half a million of these occupations earn below the London Living Wage. The Mayor is encouraging more businesses to offer the London Living Wage.²⁴

²² BOP Consulting (2015) World Cities Culture Report

²³ GLA Economics (2018) Night Time Economy Report

²⁴ GLA Economics (2018) London at Night: an evidence base for a 24-hour city

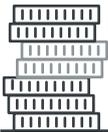
200,000

journeys are made nightly



£1.54bn

generated by the Night Tube in the next decade



The West End is the largest night time economy in the UK, larger than Manchester, Edinburgh and Berlin combined. There are also significant and emerging night time offers across all parts of the capital, and pubs, bars and clubs form an important part of London's culture.²⁵ The Mayor will support the night time economy and culture through leadership initiatives and guidance.

Over eight million journeys have been made on the Night Tube since its launch. More than 200,000 journeys are now made nightly. The most popular Night Tube stations are at London's key cultural hotspots: Leicester Square, Brixton, Stratford, Tottenham Court Road and Liverpool Street. The Night Overground is now part of the network which supports important night time town centres like New Cross, Shoreditch, Dalston and Highbury.²⁶

In addition to London's already extensive network of 24-hour bus services, Transport for London has increased weekend-only night bus services to help passengers start or finish their Night Tube journeys.²⁷

In its first two years, the Night Tube has boosted the capital's economy by £190m and supported 3,900 jobs.²⁸ In the next 10 years, the Night Tube is predicted to contribute £1.54bn to London's economy.²⁹

²⁵ BOP Consulting (2015) From Good Night to Great Night: A vision for London as a 24 hour city. London

²⁶ Transport for London (2017) Night Tube boosts London's economy by £171m

²⁷ Transport for London (2018) Improving Buses

²⁸ London First (2018) Night Tube new figures

²⁹ Ibid

Pubs and Clubs

The London pub is a day and night-time institution. Many pubs are steeped in history and are part of London's heritage. In every part of the city, pubs are important assets of community value. The capital also has a huge variety of bars – heritage venues like the American Bar at the Savoy, pop-up bars, ice bars, secret speakeasies, champagne bars and sports bars, basement dives and rooftop palaces.

London has also played host to some of the best clubs in the world over the years. Some have come and gone, but many are still going strong, like the Ministry of Sound which opened in 1991 and attracts around 300,000 clubbers every year; or G-A-Y, which began in 1976 and which now operates from Heaven nightclub. Other types of cultural venues are also starting to open at night, growing in popularity and diversifying their offer. London's museums, galleries and heritage sites regularly throw open their doors after hours to showcase their treasures in unexpected ways. There has been a night time celebration of Scandinavia at the Dulwich Picture Gallery, Hip-Hop Shakespeare at the British Library, and Queer Tango at the Horniman.

Planning a Night Out

The Mayor's Culture and Night Time Supplementary Planning Guidance sets out how local authorities and others should seek to create safe, secure and accessible environments. In the draft London Plan every borough is encouraged to develop a night time vision. Development can contribute to a sense of security, while reducing opportunities for criminal behaviour.

In line with the Mayor's Healthy Streets Approach, this can mean: more legible and well-maintained routes and spaces; clarity on whether a space is private or public; a mix of uses through the day and night and well designed security features. In order to include safety and security measures early in the design process, local authorities and developers can consult with Police Architectural Liaison Officers, Crime Prevention Advisors, and Designing Out Crime Officers to meet Secure By Design standards.

Safety and Security at Night

Local authorities are responsible for licensing in their boroughs. Good licensing practice is essential for the delivery of a safe and well managed city at night. The Mayor's Office for Policing and Crime (MOPAC) works with the police to support good practice across London. In his Police and Crime Plan, the Mayor argues for a change in the way Late Night Levy funding is raised and spent to allow for more targeted activity.

The Mayor has established a new 24-Hour London Liaison Group with the Metropolitan Police, working with local authorities and businesses to help improve consistency in licensing practice across the capital. The Mayor requested a review of the Metropolitan Police's Form 696 Risk Assessment following concerns that it unfairly targeted Black and Asian artists. The review examined the impact of the Form 696 process on promoted events and considered any negative impact (real or perceived) on specific venues and community groups. As a result, the Metropolitan Police removed the form from use.

Transforming London's Night Time Economy and Culture

Too often, discussions around nightlife focus on negative aspects such as night time noise. The Mayor wants a constructive dialogue around the opportunities presented by London becoming a 24-hour city.

The Mayor has appointed the UK's first Night Czar to champion London as a 24-hour city and work directly with venues and local authorities. The Night Czar holds regular surgeries to find out about the issues effecting London at night. A new charter is helping to protect and promote LGBT+ venues. The launch of the first London-wide Women's Night Safety Charter is also helping to ensure that London leads the way as a welcoming and accessible city for women. This will build on schemes like the Report It to Stop It campaign which encourages passengers on public transport to report unwanted sexual behaviour.³⁰

³⁰ British Transport Police (2017) Report it to Stop it



The London Night Time Commission is made up of leaders and experts from the night time industries, including culture, leisure, media and hospitality as well as transport providers, local authorities and community safety groups. With the Commission, the Mayor has published London at Night: an evidence base for a 24-hour city. The Commission will make recommendations to help realise the Mayor's Vision for London as a 24-hour City.

A network of Night Time Borough Champions has been set up, recognising the crucial role that local authorities play in the management and development of London at night. The Champions are instrumental in developing a night time vision for their boroughs. The Mayor will support local authorities to positively shape their offer, informing planning, licensing, culture, transport, economic development and other strategies.

The Mayor wants to promote and advocate for London's night time culture. He has placed London's night time offer at the heart of tourism strategies.

London & Partners will continue to promote London at night through its digital channels. It has also launched theatre.london, and is providing visitors with personalised information in the Visit London app.

Across the world, cities are looking to grow their night time offers. London faces competition for tourists and other visitors from the likes of Berlin, New York, Paris, San Francisco and Tokyo. At the same time, world cities face many of the same pressures – such as rising populations and pressures on transportation and services. Many are trying to find solutions to the same problems London also faces at night and the Mayor will work with cities across the world to learn from them, collaborate, and share best practice.

GLOBAL LEADERSHIP

In the spirit of #LondonIsOpen, the Mayor wants to grow London's relationship with other world cities. The Mayor will collaborate with city leaders from around the world to drive culture up the urban agenda.

Thirty eight cities from all over the world are now members of the World Cities Culture Forum. Founded and chaired by London's Deputy Mayor for Culture and Creative Industries, the World Cities Culture Forum is an influential network that seeks to promote the role of culture in cities and share solutions to the big challenges facing global cities today. A summit is held in a different member city each year, bringing together senior leaders from city government.

The 2018 summit took place in San Francisco with delegates representing cities as far reaching as Buenos Aires, Seoul, Lagos and Sydney. Insights from one city can help others develop solutions to common problems. A new World Cities Leadership Exchange Programme took place in 2018. Supported by Bloomberg Philanthropies and Google Arts & Culture so that city exchanges can help deliver practical solutions and grow strong civic leadership.

"As London's first ever Night Czar, I'm deeply committed to protecting live music venues across the capital. Over the past few years we've lost too many of these amazing venues so it's vital that we act now to protect the ones we have and to encourage new places to open."

Amy Lamé
Night Czar

World City - Policies and Actions

Policy 14: The Mayor will work with artists and cultural organisations to promote London as an open and welcoming city.

- | | |
|----|--|
| 66 | Continue the #LondonIsOpen campaign and its message of resilience and welcome. |
|----|--|

Policy 15: The Mayor will advocate for the best possible Brexit deal for culture and the creative industries.

- | | |
|----|--|
| 67 | Appointed a creative industries expert to his Brexit Advisory Panel. |
| 68 | Champion the needs of the culture and creative industries to Government and through advocacy. |
| 69 | Advocate for an immigration system fit for 21st century ways of working and the practices of the creative industries - informed by industry, further and higher education. |

Policy 16: The Mayor will support creative production and export through a range of activities and funding.

- | | |
|----|---|
| 70 | Fund a creative production and export programme for the creative industries comprising Film London, Games London, London Fashion Week, London Fashion Week Men's, London Design Festival and London Games Festival. |
| 71 | Increase creative business engagement with London & Partners. |
| 72 | Through the London Growth Hub support a range of face-to-face business support pilots for creative businesses. |

Policy 17: Through his promotional agency, London & Partners, the Mayor will promote London's cultural riches to tourists.

73	Continue to bid for major sporting events and world-class international cultural festivals and events.
74	Work with London & Partners and other tourism agencies to promote London's localised offer to visitors.

Policy 18: The Mayor will support the Night Time Economy through leadership initiatives and guidance.

75	Publish Culture and the Night Time Supplementary Planning Guidance.
76	Advocate for every Borough to have a night time vision.
77	Support boroughs to improve consistency in licensing practice across the capital.
78	Publish and deliver a Vision for London as a 24-Hour City.
79	Publish an evidence base for the 24-Hour London programme.
80	Led by the Night Czar, hold Night Surgeries to hear directly from Londoners.
81	Develop and deliver a Women's Night Safety Charter.
82	Deliver the Night Time Commission report.
83	Set up a Night Time Borough Champions network across local authorities.

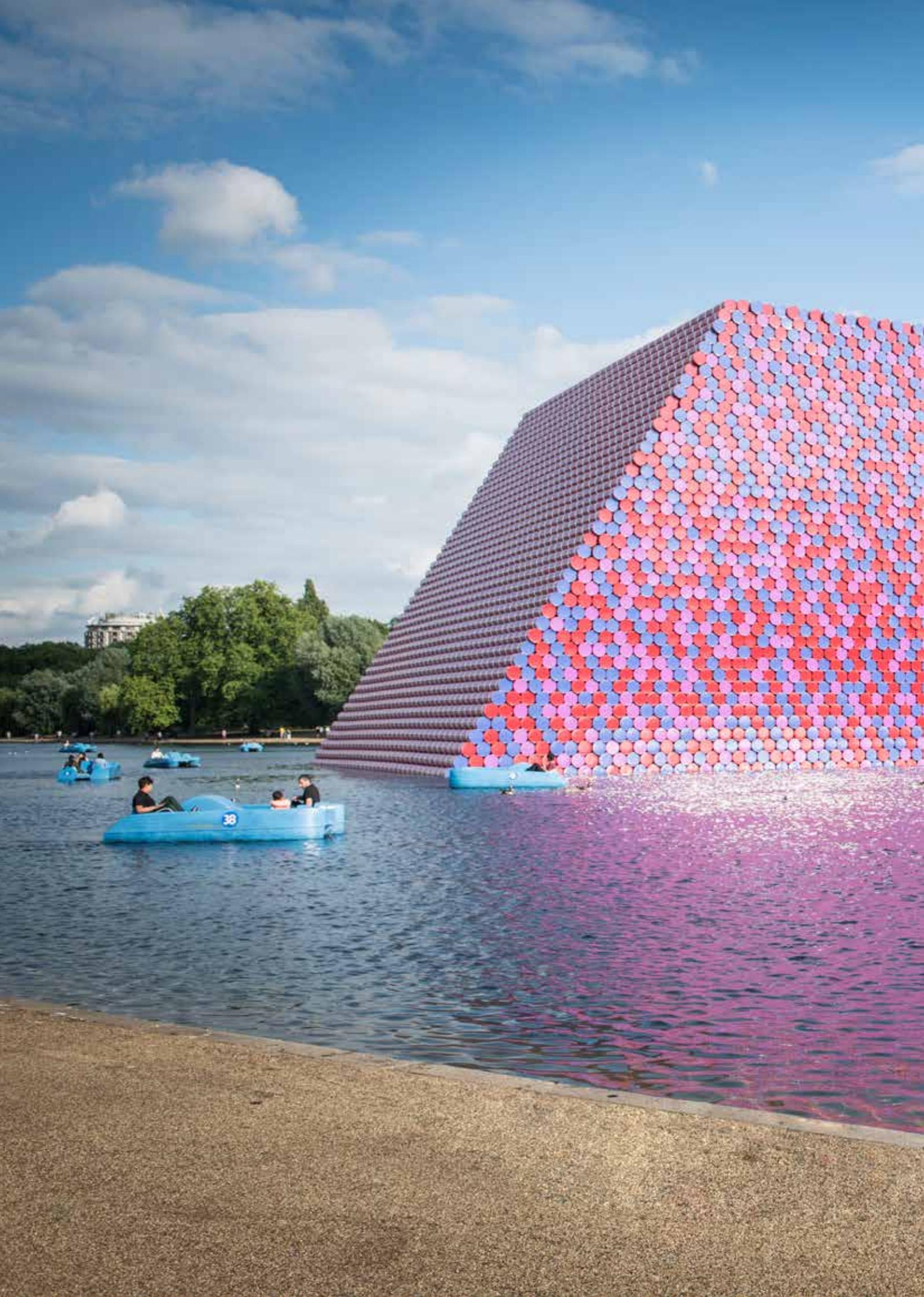
Policy 19: The Mayor will collaborate with city leaders from around the world to drive culture up the urban agenda.

84	Continue to lead the World Cities Culture Forum.
85	Support the World Cities Leadership Exchange programme.



Chapter 7:

Achieving the Mayor's Vision



The Mayor has a range of powers and levers to achieve his vision. He will protect and promote culture through the influential draft London Plan, which shapes planning policies across the city. He will work to put culture at the heart of the regeneration of places and neighbourhoods, bringing together organisations and bridging and brokering fruitful relationships. And he will use his convening power and profile to support issues, causes and opportunities for the arts, culture and creative industries, shining a light where others can and should act.

Making the Case for Culture

Central Government and local authorities recognise the importance of arts, culture and the creative industries as promoters of improved quality of life, drivers of the economy and the seeds of local regeneration.

At the same time, other nations and global cities are raising their profile as creative hubs, and seeking to attract talent and investment – since 2011 over 60 cities across the world have

developed strategic initiatives to become ‘creative capitals’.¹ To maintain London and the UK’s social and competitive edge, it is critical that arts, culture and the creative industries do not drop down national and regional agendas. This could not be more important than now, as the UK prepares to leave the European Union and with the potential for London to experience economic disruption.²

Local authorities and public services are at the front line of engaging communities to bring about social change and improving prospects for their residents. Cultural organisations are part of these solutions. London has some of the highest levels of deprivation in the country. Central Government must properly fund local authorities and quit the false economy of redirecting funding opportunities away from the capital. The Mayor will support and work with networks such as the London Culture Forum to support local authorities in delivering cultural activity, through capacity building, sharing best practice and encouraging collaboration.

¹ Hollis, L. (2013) Cities are Good for You

² Cambridge Econometrics (2018) Preparing for Brexit: Clarity from Complexity

Advocacy

In the context of achieving the Government's modern industrial strategy and sector deal for the creative industries, the Mayor believes greater powers should be devolved to regions and cities. The UK has a heavily centralised system of Government compared to its international peers. This limits the ability of the Mayor to deliver his vision for a fairer and more inclusive economy and is holding back London's growth potential, putting the capital at a competitive disadvantage. Incremental steps have been taken for devolution, for example, of the Adult Education Budget by 2019.

The Mayor believes that London needs a more radical package of devolution measures to maintain its global position. He will continue to lobby Government

for new powers, including devolution of Apprenticeship Levy funding, to help London thrive. More detail on the Mayor's recommendations for devolution can be found in his Economic Development Strategy.³

Many powerful levers over London's creative economy are outside the Mayor's control. London has the same population as Wales, Scotland and Northern Ireland combined. Despite this, the Mayor and the GLA have far less control over how revenues are raised and resources are spent than their devolved governments. The Mayor has called for more of the taxes raised in London to be brought under his control to help achieve his vision for London.

In the preceding chapters, the Mayor asks Government to:

³ GLA (2018) Mayor of London Economic Development Strategy

<ul style="list-style-type: none">• Prioritise creative learning and arts subjects in the national curriculum.
<ul style="list-style-type: none">• Make the Apprenticeship Levy work for the creative industries, particularly for freelance and project-based work practices.
<ul style="list-style-type: none">• Retain the UK's membership of the Single Market and Customs Union, and address the needs of London's creative industries in a future relationship with the European Union.
<ul style="list-style-type: none">• Ensure UK creative and cultural organisations can participate in transnational programmes such as Creative Europe after Brexit, and replace EU funding with at least equivalent sums of devolved domestic funding – which the Mayor can then use as he sees fit in line with London priorities.
<ul style="list-style-type: none">• Implement an immigration system that is fit for purpose and reflective of 21st century ways of working.
<ul style="list-style-type: none">• Guarantee the long term rights of EU nationals living in London and the UK.
<ul style="list-style-type: none">• Remove international students from the annual net migration target as a matter of urgency. And recognise the expertise of Higher Education institutions, for example, by including more of them in its streamlined visa service for international Masters Students.⁴
<ul style="list-style-type: none">• Devolve more fiscal and regulatory powers to help the Mayor achieve his vision for London's creative economy.

⁴ GOV.UK (2017) Twenty three universities join student visa pilot

Mayoral Powers

The Mayor has a range of powers to support and steer the development of the city. Working closely with his functional bodies and through his promotional agency, London & Partners, the Mayor is committed to ensuring London develops in a way that makes it a city for all Londoners. Through the Greater London Authority Group, the Mayor is able to influence the development of London's culture in a number of areas:

- Planning – through the London Plan, Opportunity Area Planning Frameworks and decisions on strategic applications, the Mayor will protect and grow the city's culture and creative industries. Through Mayoral Development Corporations, he has a direct role in the planning and delivery of areas with major capacity for growth.
- Transport – through Transport for London, the Mayor invests around £10bn each year on London's transport network, supporting London's creative economy.
- Regeneration and placemaking – the Mayor works across the public and private sector to secure and invest funds in regeneration programmes. Many of these will include funding to cultural facilities and infrastructure.
- International promotion and sector support – the Mayor works with many organisations to attract investment and support growth. These include London & Partners which promotes the city's culture and creative industries to international investors, students, businesses and tourists. The Mayor also invests in a variety of organisations with a sector focus, such as Film London, Games London, the British Fashion Council and the London Design Festival.

-
- Business support – with the London Economic Action Partnership (LEAP) the Mayor funds a number of business support programmes including the London Growth Hub which provides small businesses support, access to finance and affordable workspace.
 - Skills and employment – with the LEAP the Mayor funds improvements to London's college buildings and distributes European Union funding to help Londoners access jobs and to progress in work. In 2019 he will gain control over the post-19 adult education budget. This will mean he is able to better shape skills provision in London to meet the needs of Londoners and employers alike.
 - Funding – the Mayor will invest in flagship programmes from the inaugural London Borough of Culture and Creative Enterprise Zones to protecting diverse cultural spaces and programmes and undertaking ambitious new projects such as founding a Creative Land Trust. Through investment the Mayor is embedding culture in new places like East Bank and the Museum of London's move to West Smithfields.
 - Health – the Mayor works to improve the health of London's workers and residents. He coordinates and delivers activities around mental health, healthy schools, food, and the environment.
 - Safety and security – the Mayor helps to ensure London is a safe place to live and work through the Mayor's Office for Policing and Crime (MOPAC) and the London Fire Commission.
 - Environment – the Mayor helps to ensure London's environment is protected and enhanced so that it remains a healthy city for workers and residents.
 - Housing and land – the Mayor has responsibilities for investing in new affordable homes. His Homes for Londoners Board brings together partners with a stake in housing delivery in London. He also identifies the scale of housing need in London. The GLA group owns a portfolio of land the Mayor can use to further his aspirations, including by delivering affordable homes.



Mayoral Appointments

The Mayor has specific statutory powers of appointment to external Boards with a London remit and culture focus; these include the Museum of London, Arts Council England and London & Partners. He chairs the London Economic Action Partnership, the local enterprise panel for the capital.

Mayor's Cultural Leadership Board

The Mayor's Cultural Leadership Board comprises leading experts drawn from across culture and the creative industries, from design, games, events, museums, music, regeneration, cultural tourism, urban development, architecture, planning, film, funding, theatre, local authorities and heritage. These leaders from London's world-class creative organisations have been appointed as cultural ambassadors to guide the Mayor's vision for culture in the capital. From challenges facing the

city's creative industries, to the lack of diversity in the creative workforce and culture's role in sustainable planning and development, the Board will continue to monitor and advise the Mayor on the issues facing the creative industries.

Working in Partnership

Partnerships are key to delivering the Mayor's vision. He will work alongside Londoners, local authorities, cultural businesses and venues, artists and creative practitioners, local community groups and grassroots organisations to deliver his strategy for culture. He will encourage cross sector engagement, private and public partnerships and help broker new relationships between a range of organisations, agencies, businesses and institutions wherever possible. The Mayor will work with a range of partners to enhance, promote and protect London's culture and heritage.

Our Partners

Partnerships are key to delivering the Mayor's vision. We will work with Londoners, artists, practitioners and a range of partners.

Mayoral Functional Bodies

Mayor's Office for Policing and Crime

London Fire Commission

Transport for London, including Art on the Underground

London Legacy Development Corporation

Old Oak and Park Royal Development Corporation

Mayoral Boards and Advisory Groups

Mayor's Cultural Leadership Board

Night Time Commission

Night Time Borough Champions

London Music Board

London Economic Action Partnership

Workspace Providers Board

Brexit Advisory Panel

Business Advisory Board

Mayor's Design Advocates

Skills for Londoners

Taskforce

Agencies and Organisations supported by the Mayor, including:

London & Partners

World Cities Culture Forum

British Fashion Council

Film London

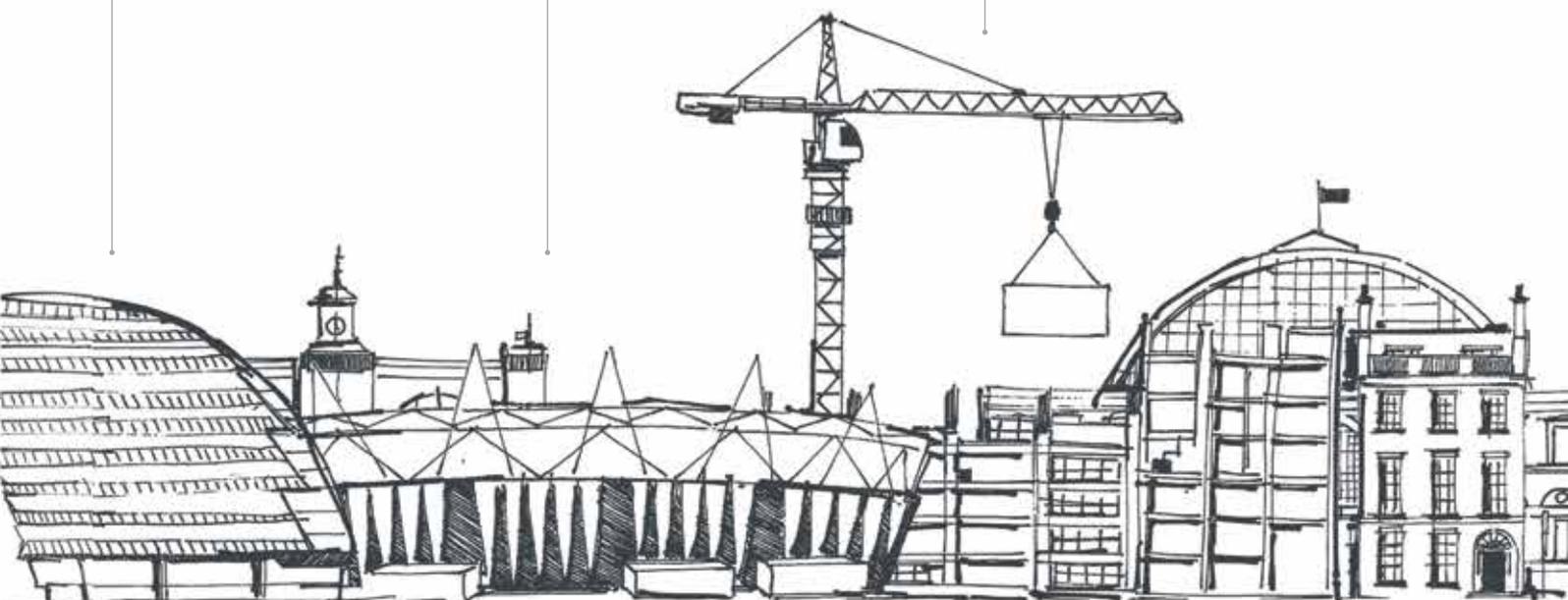
Games London

London Design Festival

Museum of London and Museum of London Docklands

The Transport Museum

The London Fire Brigade Museum



National, Regional and Local Government, including:

Local Authorities

London Councils

City of London Corporation

Local Government Association

London Culture Forum

Thames Estuary Growth Commission

South East Local Enterprise Panel (SELEP)

British Council

Government departments and agencies including:

- Department for Digital, Culture, Media and Sport
- Department for Business Energy and Industrial Strategy

Arts, Culture and Creative Industry Organisations:

Arts Council England

Historic England

National Trust

Heritage Lottery Fund

Creative Skills Councils

British Film Institute

Theatres Trust

Music Venues Trust

Society of London Theatres

UK Music

Creative Industries Federation

London First

Umbrella Groups and Networks

Creative Businesses

Broadcasters and media organisations

Individual artists and creatives

Workspace Providers

Cultural Funders including;

- Bloomberg Philanthropies
- Google Arts and Culture
- Paul Hamlyn Foundation
- City Bridges Trust
- Airbnb

Wider Partners, including:

Business Improvement Districts

Unions and Guilds

Schools and Teachers

Further and Higher Education

Developers and Land Owners

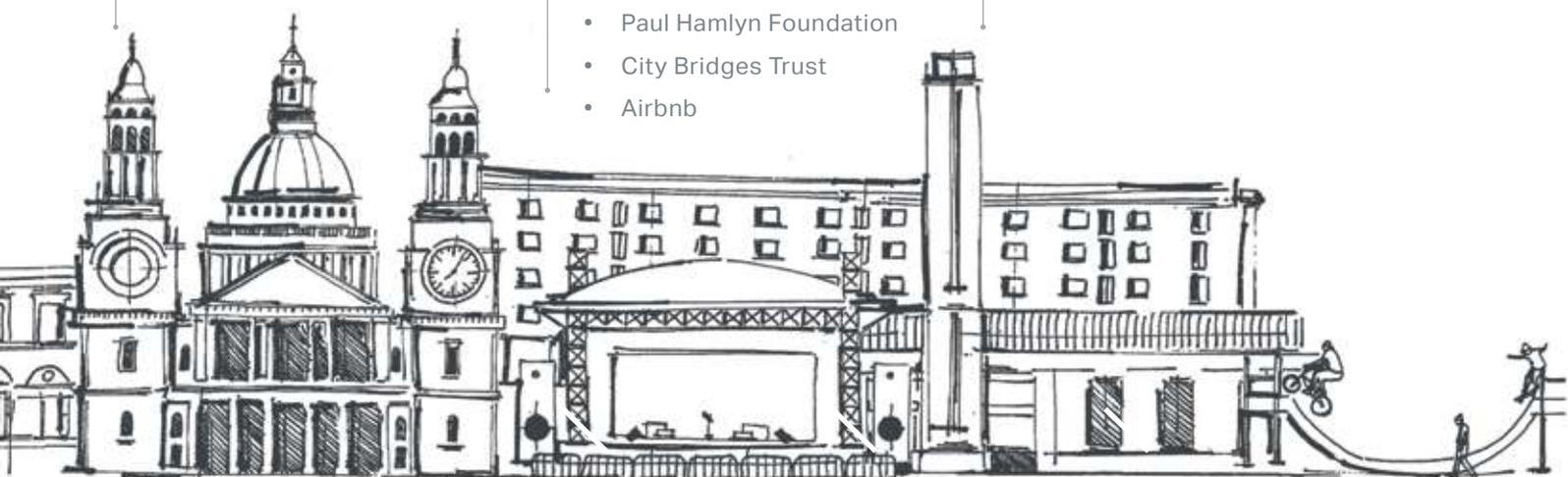
Community Groups

Umbrella Groups and Networks

Health Providers

Advocacy Groups including:

- Campaign for Real Ale
- Queer Spaces Network





Policy and Actions

Policy 1: The Mayor will help build and strengthen communities by investing in local culture.

1	Deliver two London Boroughs of Culture in 2019 and 2020.
2	Fund six Cultural Impact Awards for exemplary projects in boroughs.
3	Establish Culture Seeds, a micro-grants programme to fund grassroots culture and support community-led culture projects through Crowdfund London.
4	Delivered a pilot to increase cultural engagement among volunteers.
5	Support cultural activities and interventions that increase participation, engagement and community cohesion, including through the Young Londoners Fund.

Policy 2: The Mayor will help bring Londoners together through major cultural programmes, festivals and events.

6	Pledge support to the Cultural Inclusion Manifesto.
7	Improve access to the Mayor's events programme and attain the Bronze Charter.
8	Deliver an annual programme of community events and festivals, with improved quality and engagement and better volunteering opportunities.
9	Deliver a cultural programme for EURO 2020.
10	Lead a celebration of the centenary of the first women getting the vote and commission a new statue in Parliament Square.

Policy 3: The Mayor will support his 'family' of museums.

11	Support delivery of the new London Fire Brigade Museum.
12	Support volunteering at museums and heritage sites through the Team London online portal.
13	Invest £70m in the Museum of London's move to West Smithfield.
14	Work with Historic England to publish a public map of the city's museums and heritage infrastructure across all boroughs.

Policy 4: The Mayor will promote the benefits of arts and culture for the health and wellbeing of Londoners.

15	Deliver a mental health cultural festival aimed at young Londoners.
16	Through Culture Seeds and the Cultural Impact Awards fund projects that support health and wellbeing.
17	Fund and support new culture-led approaches to working with older people and those living with dementia.

Policy 5: The Mayor will deliver a pro-cultural planning framework and help to safeguard existing cultural facilities.

18	Produce a Cultural Infrastructure Plan to support and safeguard cultural places and spaces.
19	Deliver the Good Growth Fund.
20	Publish the most pro-culture draft London Plan yet - including policies to protect creative and artist workspaces, clubs and pubs.
21	Support culture at risk.
22	Publish and encourage developers, pubs and venues to show their commitment to the LGBT+ community by signing up to the LGBT+ Venues Charter.
23	Ensure the draft London Plan will contain policies to help venues and homes co-exist, like the Agent of Change principle.

Policy 6: The Mayor will support and help to protect creative and artist workspaces, particularly where they are affordable.

24	Deliver Creative Enterprise Zones in at least three locations.
25	Support and secure the provision of long-term affordable creative workspace, including through seed funding and establishing a new Creative Land Trust.

Policy 7: The Mayor will integrate culture into major infrastructure projects.

26	Launch East Bank, a new culture and education district at Queen Elizabeth Olympic Park.
27	Provide strategic support for the development of culture and heritage strategies for Royal Docks and Old Oak and Park Royal.
28	Establish the case for investment for centres of cultural and creative production along the Thames Estuary.
29	Support the establishment of a new film studio at Dagenham East.
30	Help establish the new Fashion District.
31	Through the Cultural Infrastructure Plan illustrate the impact new transport projects will have on culture/heritage places and spaces.
32	Explore the case for a new cultural vision for the river.
33	Light the central London bridges with an artist-led scheme with the Illuminated River Foundation.

Policy 8: The Mayor will champion high quality design, architecture and public art.

34	Support high quality architecture, sustainable design and public realm through Good Growth by Design and the Mayor's Design Advocates.
35	Publish a suite of design guides to help developers embed culture.
36	Support and encourage more diversity in the public realm.
37	Commission new biennial public art for the Fourth Plinth in Trafalgar Square.
38	Champion Art on the Underground and endorse the commissioning of new artworks for the new Elizabeth line.
39	Pilot new approaches to delivering street art in the capital.

Policy 9: The Mayor will support London's diverse historic environment.

40	Work with Historic England and Heritage Lottery Fund, by continuing to identify heritage places and spaces at risk in London and supporting listing and funding applications.
41	Work through London & Partners to champion heritage as the foundation of much of the capital's unique tourism offer.

Policy 10: The Mayor will work with industry, leaders and experts in culture and sustainability to support a greener and cleaner London environment.

42	Through the World Cities Culture Forum produce a leadership resource tool for cities identifying strategies to take action on climate change through cultural interventions.
43	Advocate for the creative industries to become circular, sustainable and 'go green'.
44	Assess the potential supply of renewable energy at unit bases used by film & TV productions across the capital.
45	Deliver the Mayor's Entrepreneur Award, with a dedicated category for the creative industries.
46	Promote Mayoral funding opportunities that support sustainability and the environment to the culture and heritage sectors, including the Mayor's London Drinking Fountain Fund, Re:fit and Greener City Fund.

Policy 11: The Mayor will support culture in and out of schools to develop young talent.

47	Deliver the London Curriculum with a strong emphasis on culture and heritage. This includes Family Explorer Trails, which open up London with free, area-based walks providing access to the city's cultural assets.
48	Deliver the annual Fourth Plinth School Awards.
49	Support young musicians through the London Music Fund.
50	Support Busk in London and a competition for aspiring musicians.

Policy 12: The Mayor will help more Londoners get employment in the creative industries.

51	Improve careers guidance and opportunities for creative careers through London Ambitions and the Mayor's Enterprise Adviser Network.
52	Make the creative industries a priority sector in the Skills for Londoners Strategy.
53	Work with industry leaders, starting with the screen industries to develop a screen talent and diversity action plan.
54	Increase digital skills for the creative industries through the Digital Talent Scheme, especially for young women and Londoners from diverse and disadvantaged backgrounds.
55	Deliver the Creative Digital Careers Cluster and develop a new Career Cluster funding programme.
56	Fund job and training placement initiatives within the fashion industries.
57	Fund a new pilot programme to support the creation of high-quality apprenticeships.
58	Through the Skills for Londoners Capital Fund, invest in Further Education facilities including creative and digital.

Policy 13: The Mayor will help to increase diversity within the creative workforce.

59	Deliver an employment programme for the Creative Enterprise Zones to support diverse talent into the creative workforce.
60	Fund a Creative Entrepreneurs Programme to help develop the next generation of creative businesses.
61	Promote the Mayor's Fund for London's Creativity Works Programme.
62	Lead by example, promoting best practice for providing inclusive and diverse workplaces through schemes like Our Time.
63	Work with industry to champion and advocate business practices that create more diversity.
64	Support creative businesses to take up the Good Work Standard.
65	Fund the expansion of the Equal Access Network.

Policy 14: The Mayor will work with artists and cultural organisations to promote London as an open and welcoming city.

66	Continue the #LondonIsOpen campaign and its message of resilience and welcome.
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Policy 15: The Mayor will advocate for the best possible Brexit deal for culture and the creative industries.

67	Appointed a creative industries expert to his Brexit Advisory Panel.
68	Champion the needs of the culture and creative industries to Government and through advocacy.
69	Advocate for an immigration system fit for 21st century ways of working and the practices of the creative industries - informed by industry, further and higher education.

Policy 16: The Mayor will support creative production and export through a range of activities and funding.

70	Fund a creative production and export programme for the creative industries comprising Film London, Games London, London Fashion Week, London Fashion Week Men's, London Design Festival and London Games Festival.
71	Increase creative business engagement with London & Partners.
72	Through the London Growth Hub support a range of face-to-face business support pilots for creative businesses.

Policy 17: Through his promotional agency, London & Partners, the Mayor will promote London's cultural riches to tourists.

73	Continue to bid for major sporting events and world-class international cultural festivals and events.
74	Work with London & Partners and other tourism agencies to promote London's localised offer to visitors.

Policy 18: The Mayor will support the Night Time Economy through leadership initiatives and guidance.

75	Publish Culture and the Night Time Supplementary Planning Guidance.
76	Advocate for every Borough to have a night time vision.
77	Support boroughs to improve consistency in licensing practice across the capital.
78	Publish and deliver a Vision for London as a 24-Hour City.
79	Publish an evidence base for the 24-Hour London programme.
80	Led by the Night Czar, hold Night Surgeries to hear directly from Londoners.
81	Develop and deliver a Women's Night Safety Charter.
82	Deliver the Night Time Commission report.
83	Set up a Night Time Borough Champions network across local authorities.

Policy 19: The Mayor will collaborate with city leaders from around the world to drive culture up the urban agenda.

84	Continue to lead the World Cities Culture Forum.
85	Support the World Cities Leadership Exchange programme.

Glossary A – Z

A

Access

This term refers to the methods by which people with a range of needs (such as disabled people, people with children, people whose first language is not English) find out about and use services and information. For disabled people, access in London means the freedom to participate in the economy, in how London is planned, in the social and cultural life of the community.

Accessibility

This refers to 1) the extent to which employment, goods and services are made available to people, either through proximity, or through providing the required physical links to enable people to be transported to locations where they are available. 2) the extent of barriers to movement for users who may experience problems getting from one place to another, including disabled people.

Affordable Workspace

Workspace that is provided at rents maintained below the market rate for that space for a specific social, cultural, or economic development purpose.

Agent of Change

The principle places the responsibility for mitigating the impact of noise firmly on the new development.

Apprenticeship Levy

A levy on UK employers to fund apprenticeships. Artificial Intelligence The theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision making, and translation between languages.

Asset of Community Value

Land or property of importance to a local community which is subject to additional protection from development under the Localisms Act 2011.

B

BAME

Stands for Black, Asian and Minority Ethnic groups.

Brexit

The term for the departure of the United Kingdom from the European Union following the 2016 EU Referendum.

Business Rates

The commonly used name for national nondomestic rates, a tax on the occupation of industrial and commercial properties, payable via local authorities.

Business Improvement District (BID)

A defined area in which a levy is charged on all business rate payers in addition to the business rates bill. This levy is used to develop projects that will benefit businesses in the local area.

C

Communities

Groups of Londoners who identify with each other or share something in common, such as living in the same area or having a common cultural background.

Circular Economy

A system to keep products, components and materials of value in use.

Community Infrastructure Levy

A planning charge, introduced by the Planning Act 2008 as a tool for local authorities in England and Wales to help deliver infrastructure to support the development of their area.

Creative Enterprise Zones

Clusters of creative production, designated by the Mayor of London, which provide affordable premises and enterprise-related incentives for artists and creative businesses, pro-culture planning and other policies, and offer career pathways and creative jobs for local communities and young people.

Creative Land Trust

A trust that offers affordable workspace to artists at affordable rates and helps studio providers access financing, so they can buy workspaces.

Creative Workforce

Refers to those people who work directly or indirectly within the creative industries.

Crossrail 1

The first line in the Crossrail project, Crossrail 1 is an east–west, cross-central London rail link between Paddington and Whitechapel serving Heathrow Airport, Canary Wharf and Stratford.

Crossrail 2

This proposed rail line from Chelsea–Hackney is intended to link north east and south west London. The precise route, the character and the role of the link have not yet been finalised.

Culture

Culture refers to the people, places and activities of creative production and consumption.

Cultural Infrastructure

The variety of components (including institutions, buildings, technology and people) that enable cultural activities to take place.

Cultural Infrastructure Plan

A plan that identifies what infrastructure is needed to sustain London's future as a cultural capital.

Cultural quarters

Areas where a critical mass of cultural activities and related uses are emerging, usually in historic or interesting environments, are to be designated as Cultural Quarters. They can contribute to urban regeneration.

D

Disabled people

A disabled person is someone who has an impairment, experiences externally imposed barriers and self-identifies as a disabled person.

Disability

As defined by the Equality Act 2010, a physical or mental impairment that has a 'substantial' and 'long-term' negative effect on a person's ability to do normal daily activities. The social model of disability defines disability as the effect of the barriers, discrimination and disadvantages faced by disabled people, not the impact of their specific impairment.

Diversity

The differences in the values, attitudes, cultural perspective, beliefs, ethnic background, sexuality, skills, knowledge and life experiences of each individual in any group of people constitute the diversity of that group. This term refers to differences between people and is used to highlight individual need.

E

Equal opportunities

The development of practices that promote the possibility of fair and equal chances for all to develop their full potential in all aspects of life and the removal of barriers of discrimination and oppression experienced by certain groups.

G

GLA functional bodies/GLA group

The Greater London Authority (GLA), London Fire and Emergency Planning Authority (LFEPA), Transport for London (TfL), Mayor's Office for Policing and Crime (MOPAC), London Legacy Development Corporation (LLDC) and Old Oak and Park Royal Development Corporation (OPDC).

Good Growth

The Mayor is calling for good growth across London, that is growth that includes all Londoners, celebrates local character in regeneration schemes and encourages community cohesion.

Good Growth Fund

An overarching regeneration programme which will provide funding, expert regeneration advice, design support and knowledge sharing opportunities to a broad range of public, private and third-sector organisations to support projects to deliver against three strategic themes: Empowering People; Making Better Places and Growing Prosperity.

Grant

Generally refers to public subsidy provided by the Mayor in the form of a one-off financial transfer.

Greater London Authority (GLA)

The top-tier administrative body for Greater London, consisting of a directly elected executive Mayor of London and an elected 25-member London Assembly with scrutiny powers.

Green space

Areas of vegetated land, such as parks, gardens, cemeteries, allotments and sports fields, which may or may not be publicly accessible. Together, these spaces help to form London's green infrastructure space network.

H**Health inequalities**

Health inequalities are systematic, avoidable and unfair differences in mental or physical health between groups of people. These differences affect how long people live in good health and are mostly a result of differences in people's homes, education and childhood experiences, their environments, their jobs and employment prospects, their access to good public services and their habits.

Heritage assets

Valued components of the historic environment. They include buildings, monuments, sites, places, areas or landscapes positively identified as having a degree of historic significance meriting consideration in planning decisions. They include both designated heritage assets and non-designated assets where these have been identified by the local authority (including local listing) during the process of decision-making or plan making.

I**Inclusion**

Removing barriers and taking steps to create equality, harness diversity and produce safe, welcoming communities and cultures that encourage innovative and fresh ways of thinking and allow people to speak up, especially to suggest where things could be done better.

L**LGBT+**

Stands for Lesbian, Gay, Bisexual and Transgender. The plus demonstrates the inclusion of all identities that make up the LGBT community including the continuing ways people define themselves. Live-work space Homes which combine accommodation for living in and space for working in.

London Councils

A cross-party organisation that represents and works on behalf of London's 32 councils and the City of London Corporation. Londoners Permanent and temporary residents of London and, where also applicable, commuters from outside London, visitors and tourists. protection from development under the Localism Act 2011.

Londoners

Permanent and temporary residents of London and, where also applicable, commuters from outside London, visitors and tourists.

London Fire and Emergency Planning Authority (LFEPA)

A functional body of the GLA, with the principal purpose of running the London Fire Brigade.

London Legacy Development Corporation (LDDC)

A Mayoral Development Corporation responsible for delivering development in the Queen Elizabeth Olympic Park.

LEAP / London Economic Action Partnership

The Local Enterprise Partnership for London.

Local Enterprise Partnerships

Voluntary partnerships between the public and private sector set up in 2011 by the Government to help to determine local economic priorities and to lead economic growth and job creation in their area.

London & Partners

The Mayor of London's official promotional agency which promotes London internationally as the best city in the world to work, invest, trade and study.

London Living Wage

The London Living Wage is an hourly rate of pay, currently set at £10.55. It is calculated independently to reflect the high cost of living in the capital, giving a worker in London and their family enough to afford the essentials and to save.

London Plan

The Mayor's Spatial Development Strategy for London.

Low Emission Zone (LEZ)

A charging zone across most of Greater London for vehicles that do not meet emissions standards for particulate matter.

M

Mayor of London Culture Strategy

The Mayor's plan to secure London's cultural venues, institutions and the infrastructure, both physical and workforce, necessary to support core culture and community arts programmes.

Mayor's Office for Policing and Crime (MOPAC)

A functional body of the GLA responsible for overseeing the Metropolitan Police Service. Mayor's Cultural Leadership Board Mayoral appointed board of industry experts tasked with helping the Mayor to deliver a culture strategy for London.

N

National Museums

13 of the 20 museums and galleries sponsored by the government that were founded by Act of Parliament. The remaining seven are classified as non-nationals.

National Portfolio Organisations

Arts Council England's portfolio of regularly funded arts organisations, libraries and museums.

Night Czar

Mayoral appointee tasked with delivering a vision for London as a 24-hour city.

Night Time Commission

Mayoral appointees tasked with undertaking research to understand London's Night Time Economy.

Night Time Economy

The economy generated between 6pm and 6am.

O

Old Oak Common and Park Royal Development Corporation (OPDC)

A Mayoral Development Corporation responsible for delivering development in the Old Oak Common and Park Royal areas.

Older people

Refers to people over 50, but also recognises that those above retirement age and those over 70 may have requirements that need to be addressed.

Open space

All land in London that is predominantly undeveloped other than by buildings or structures that are ancillary to the open space use. The definition covers the broad range of types of open space within London, whether in public or private ownership and whether public access is unrestricted, limited or restricted.

P

Public realm

The space between and within buildings, including streets, squares, forecourts, parks and open spaces.

Placemaking

Creating successful places for local communities: healthy, safe, vibrant, attractive and inclusive. Culture has a great role to play in placemaking: it provides identity, binds communities together and creates better places for people to live, work and visit.

R

Recycling

Involves the reprocessing of waste, either into the same product or a different one. Many non-hazardous wastes such as paper, glass, cardboard, plastics and metals can be recycled. Hazardous wastes such as solvents can also be recycled by specialist companies, or by inhouse equipment.

Renewable energy

Energy derived from a source that is continually replenished, such as wind, wave, solar, hydroelectric and energy from plant material, but not fossil fuels or nuclear energy. Although not strictly renewable, geothermal energy is generally included.

S

Section 106 agreements

These agreements confer planning obligations on persons with an interest in land in order to achieve the implementation of relevant planning policies as authorised by Section 106 of the Town and Country Planning Act 1990.

Skills for London Taskforce

Skills for Londoners Taskforce help make sure that all Londoners and London's businesses can gain the skills they need to succeed. They have developed the Mayor's Skills for Londoners Strategy.

Social infrastructure

Covers facilities such as health provision, early years provision, schools, colleges and universities, community, cultural, recreation and sports facilities, places of worship, policing and other criminal justice or community safety facilities, children and young people's play and informal recreation facilities. Other facilities can be included as social infrastructure.

Social inclusion

Removing barriers and taking steps to create equality, harness diversity and produce safe, welcoming communities and cultures that encourage innovative and fresh ways of thinking and allow people to speak up, especially to suggest where things could be done better.

Social integration

Social integration is the extent to which people positively interact and connect with others who are different to themselves. It is determined by the level of equality between people, the nature of their relationships, and their degree of participation in the communities in which they live.

Social mobility

The movement of people within or between different social classes or income brackets.

Soundscape

The overall quality of an acoustic environment as a place for human experience. Soundscape design might include preserving, reducing or eliminating certain sounds or combining and balancing sounds to create or enhance an attractive and stimulating acoustic environment.

Supplementary Planning Guidance (SPG)

Supplementary Planning Guidance Documents providing further guidance on policies in the London Plan that cannot be addressed in sufficient detail in the Plan itself.

T

Thames Estuary Production Corridor

An ambitious industrial vision for developing a world-class centre for cultural and creative production along the Thames Estuary – leading global innovation, creating new jobs, developing talent and supporting the rapid growth of the creative economy. This bold new programme aims to primarily repurpose strategic industrial land and develop a series of large scale, state-of-the-art cultural production centres, putting skills and local talent at its heart.

V

Visual Effects (VFX)

Often abbreviated to VFX this is the processes of creating or manipulating imagery in film making

W

Wellbeing

Is a state of being where people can realise their potential, cope with the normal stresses of life, work productively and fruitfully and are able to make a contribution to their community.

Wheelchair accessible or adaptable

Homes which are designed to be wheelchair accessible, or easily adaptable for residents who are wheelchair users. As defined by the Building Regulations.

World City

A globally successful business location measured on a wide range of indicators such as financial services, government, business, higher education, culture and tourism.

Z

Zero Carbon Standard

A requirement for new developments to release no net greenhouse gas emissions into the atmosphere.

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Deputy Mayor for Culture and Creative
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